California State University, Fullerton

Fall 2011

MIHAYLO MAGAZINE

The official news magazine of Mihaylo College of Business and Economics

In Support of Leadership: Robitaille Endowed Chair in Risk and Insurance PAGE 3

Keeping it Real: Faculty teach through real-world experiences PAGE 16

Mihaylo welcomes inaugural full-time MBA class PAGE 22

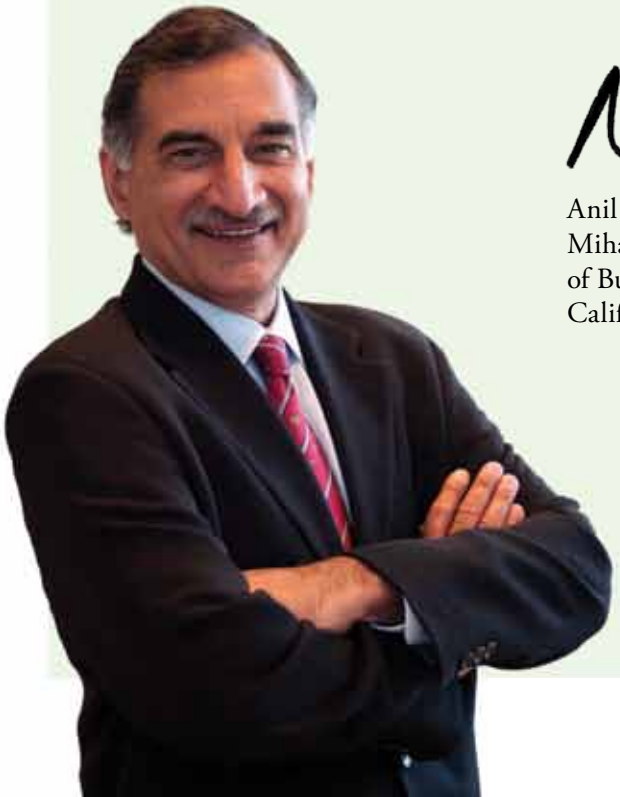
Dean's Message

Embarking on a new school year is always exciting, and these pages provide many reasons for us to rejoice in "Mihaylo pride," including Mihaylo students placing first again this year in the Small Business Institute's Project of the Year competition; Phi Beta Lambda club members placing first and third nationally in two categories at the National Leadership Conference; eight Mihaylo students named Big West Scholar athletes; and an amazing 2011 Outstanding Student of the Year. Also featured are entrepreneurial young alumni and their adventures in launching new businesses.

Central to student success are our gifted and devoted professors, and it is a joy to share their achievements, as well as to profile our 13 newest faculty members. Looking back, I am moved to extend my deepest appreciation to those alumni and business leaders who continue to volunteer and offer personal and corporate resources to maintain private funding so desperately needed in this economic environment. We thank Frank Robitaille, a board member serving Mihaylo's Center for Insurance Studies, for helping create the Robitaille Endowed Chair in Risk and Insurance. We welcome, too, the new president of the college's Executive Council, alumnus Scott Coler '85, whose years of commitment to Mihaylo College's students are greatly appreciated.

Looking forward, I am both proud and eager to share that this year ushers in Mihaylo College's inaugural, full-time MBA program. Focusing on soft-skills, including leadership and international negotiations, this MBA has an international travel/study component that provides a global perspective and addresses the complexities of the international marketplace.

Because of our "Mihaylo pride," we have appropriately renamed this publication *Mihaylo Magazine*. I continually look forward to hearing from our alumni and friends – so please be in touch!



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IN THIS ISSUE

22 Students in Action
The best and brightest pursue excellence in business education.

2 News Briefs
Current news, notes and accomplishments.

6 Centers of Excellence
Bridging academia and the corporate world, the centers provide support and knowledge to both students and business.

10 Locally Global
Exploring the worldwide impact of the Mihaylo College community.

12 Leaders in Business
Respected business leaders share their expertise with Mihaylo College.

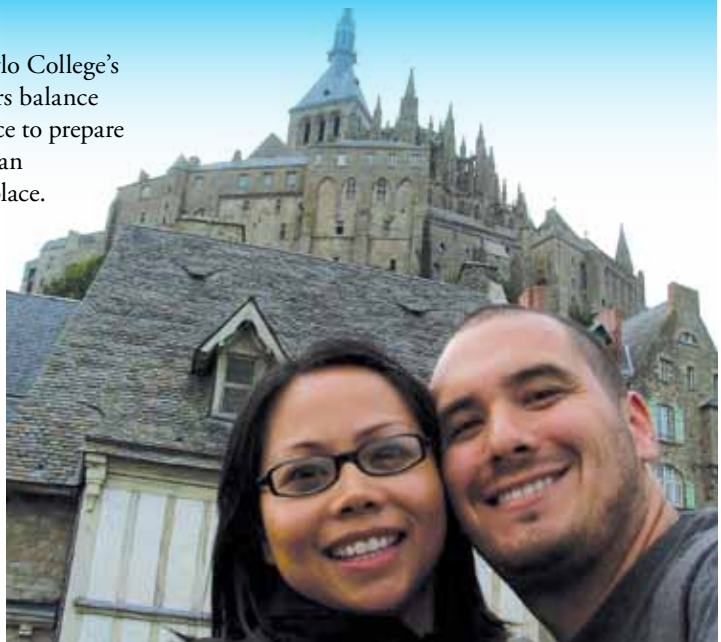
26 Faculty News
Appointments, honors and accomplishments as well as impressive new faculty members.

31 Alumni Network
Business professionals locally and globally make up Mihaylo's extensive alumni network.

36 Events
Activities and opportunities for the Mihaylo community.

16 Feature
Keeping it Real: Mihaylo College's professors and lecturers balance theory and best practice to prepare students for careers in an unpredictable marketplace.

On the cover:
Students Vanessa Lau and Lenny Adili have begun their studies as members of Mihaylo College's inaugural full-time MBA program.



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NEWS BRIEFS

The Center for Economic Education Receives a $100,000 Grant

WELLS FARGO

Promoting economic literacy in schools (K-12), the Center for Economic Education recently got a boost from Wells Fargo Bank. A $100,000 grant will provide financial training for students in low-income schools.

Students will play Beat the Banker, a stock market simulation game where the Wells Fargo bankers' team and the school teams will each have a portfolio of $100,000 of simulated money. The winning team will be the one with the largest portfolio at the end of the game.

"The center is privileged to work with Wells Fargo," says Radha Bhattacharya, director of the center. "Together, we're strengthening the economic and financial skills of high school students – Orange County's workforce in the near future."

The grant will pay for the stock market game fees, prizes for student winners, financial literacy workbooks and materials, and research on the effectiveness of financial literacy training.

Welcome MBA Students!

The college welcomed the first cohort of students to the new full-time MBA program this fall. The 24 members of this inaugural group hail from around the globe. See related stories on pages 22 and 23.

Michael LaCour-Little

Michael LaCour-Little Listed in Real Estate Research Hall of Fame

Ranking 17th out of the 50 top real estate researchers in the world, according to the *Journal of Real Estate Finance and Economics*, Michael LaCour-Little, professor of finance and director of Mihaylo's Real Estate and Land Use Institute, was more prolific than researchers from research institutions such as LSU (No. 21) and Yale (No. 34). LaCour-Little is the only scholar from a CSU to make the Hall of Fame. Individual scholars were ranked based on their total number of publications in the top three real estate journals over the period 1973-2008.*

Cal State Fullerton Ranked 12th in the U.S. for Real Estate Research

Cal State Fullerton outranked prestigious U.S. universities in real estate research for the most recent 10 years of publications by current faculty members (1999-2008). Ranking 12th among 50 universities surveyed, Cal State Fullerton scored higher than UC Berkeley (No. 13), Cornell University (No. 20) and UC Irvine (No. 28). In addition, Cal State Fullerton was the only CSU to make the list.*

* Source: *Journal of Real Estate Finance and Economics* (Volume 42, pages 229-246, May 2011)

STEPHEN D'ARCY NAMED FIRST ROBITAILLE ENDOWED CHAIR IN RISK AND INSURANCE

A nationally recognized scholar in actuary and risk management, Stephen D'Arcy is the first appointee to the Robitaille Endowed Chair in Risk and Insurance. "Mihaylo College has the largest risk management program on the West Coast and one of the most innovative anywhere in the country," says D'Arcy. "It's an honor to be here."

"Dr. D'Arcy will lead our program to a higher level of research and develop cutting-edge courses that will help our students meet the needs of the business world," says Weili Lu, director of Mihaylo College's Center for Insurance Studies.

Previously a professor of finance at the University of Illinois at Urbana-Champaign, D'Arcy taught corporate finance, property liability insurance, managing financial risk for insurers and enterprise risk management. He is a fellow of the Casualty Actuarial Society, where he currently serves as chairman of the board. He's also a member of the American Academy of Actuaries, past president of the American Risk and Insurance Association and the Casualty Actuarial Society.

Named after honorary alumnus and Cal State Los Angeles graduate Frank Robitaille, the endowed chair, which exists in perpetuity and will benefit generations of students, is the result of a fundraising campaign launched by the Center for Insurance Studies. See related story on page 12.

Celebrating the second endowed chair for both the university and Mihaylo College are, from left, Dean Anil Puri, Frank Robitaille, CSUF President Milton A. Gordon and Stephen D'Arcy.

NEWS BRIEFS

December's Global Trade Summit Connects Business Between Orange County and Asia

The two-day landmark event – the Global Trade Summit on Dec. 1 and 2, 2011 – will connect buyers from China with Orange County business owners. Experts will discuss finance, export and trade opportunities, and businesses will have an opportunity to meet with foreign buyers one-on-one to present information about their products and services. The day also features an international trade forecast presented by Mira Farka and Adrian Fleissig, both from Mihaylo's Institute for Economic and Environmental Studies.

The second day provides participants with the opportunity to visit Cal State Fullerton and make short presentations to students eager to learn about international trade.

The summit is sponsored by the Orange County/Inland Empire Regional Small Business Development Center, the California Centers for International Trade Development, Rancho Santiago Community College and Mihaylo College of Business and Economics.

For more information or to register for the conference, please contact Priscilla Lopez, 657-278-2719; plopez@fullerton.edu. M

Irene Lange

Irene Lange Honored By Kaunas University Of Technology

Kaunas University of Technology in Lithuania named an auditorium in honor of Irene Lange, professor and chair of Mihaylo's marketing department, for her input and efforts while establishing and developing the program of business administration and the faculty of social sciences at the university. M

IN MEMORIAM

Robert M. Barath, emeritus professor of marketing, died June 27, 2011, from a head injury while hiking in Yosemite. He taught on campus for 27 years and was honored in 1993 with the Best Article of the Year Award from the Western Marketing Educators.

Manuel Rodriguez, lecturer in international business, passed away in August 2011. He taught at the college for 18 years. An entrepreneur, Rodriguez received two of the most prestigious trade awards from the U.S. Department of Commerce. He had a passion for international business education and his legacy lives on in his students. M

Ed Hart Appointed New Director of the Family Business Council

Ed Hart

Ed Hart, former director of business development at USC's Marshall School of Business, brings substantial experience with family-owned businesses to Mihaylo College and the Family Business Council, whose mission is to be the premier educational resource to family-owned businesses in Southern California. As the council's new director, Hart plans to further develop and continue the council's rich tradition of forging relationships with Southern California's foremost business leaders. At USC, Hart assisted in the design, development and delivery of several business education courses and has worked with family-owned businesses throughout Southern California.

MIKE TRUEBLOOD NAMED NATIONAL AND STATE BIG BROTHER OF THE YEAR

Although he's retired from helping family businesses, Mike Trueblood, former head of Mihaylo's Family Business Council, is still actively helping families. He recently received national recognition for his outstanding service to the Catholic Big Brothers Big Sisters of Los Angeles. Trueblood has been involved with the agency for more than 25 years.

He has been a volunteer board member, president of the board of directors, and most recently, a Big Brother to Joseph, whom he was matched with when the boy was 9 years old. Now 13, Joseph plans to go to college and is saving his money. Trueblood, 81 years young, has promised to provide matching funds for the teen. Joseph wrote in his nomination letter, "I am just really glad that Mike and I were paired up together. I hope I become a Big Brother, too, someday."

Mike Trueblood, former director of Mihaylo's Family Business Council, accepts his national Big Brother of the Year Award with Joseph, the young man he mentors, by his side.

MBA TEAM TAKES FIRST PLACE IN NATIONAL CASE STUDY CONTEST

A team of Mihaylo MBA students again captures the top prize in the national Small Business Institute Project of the Year case competition.

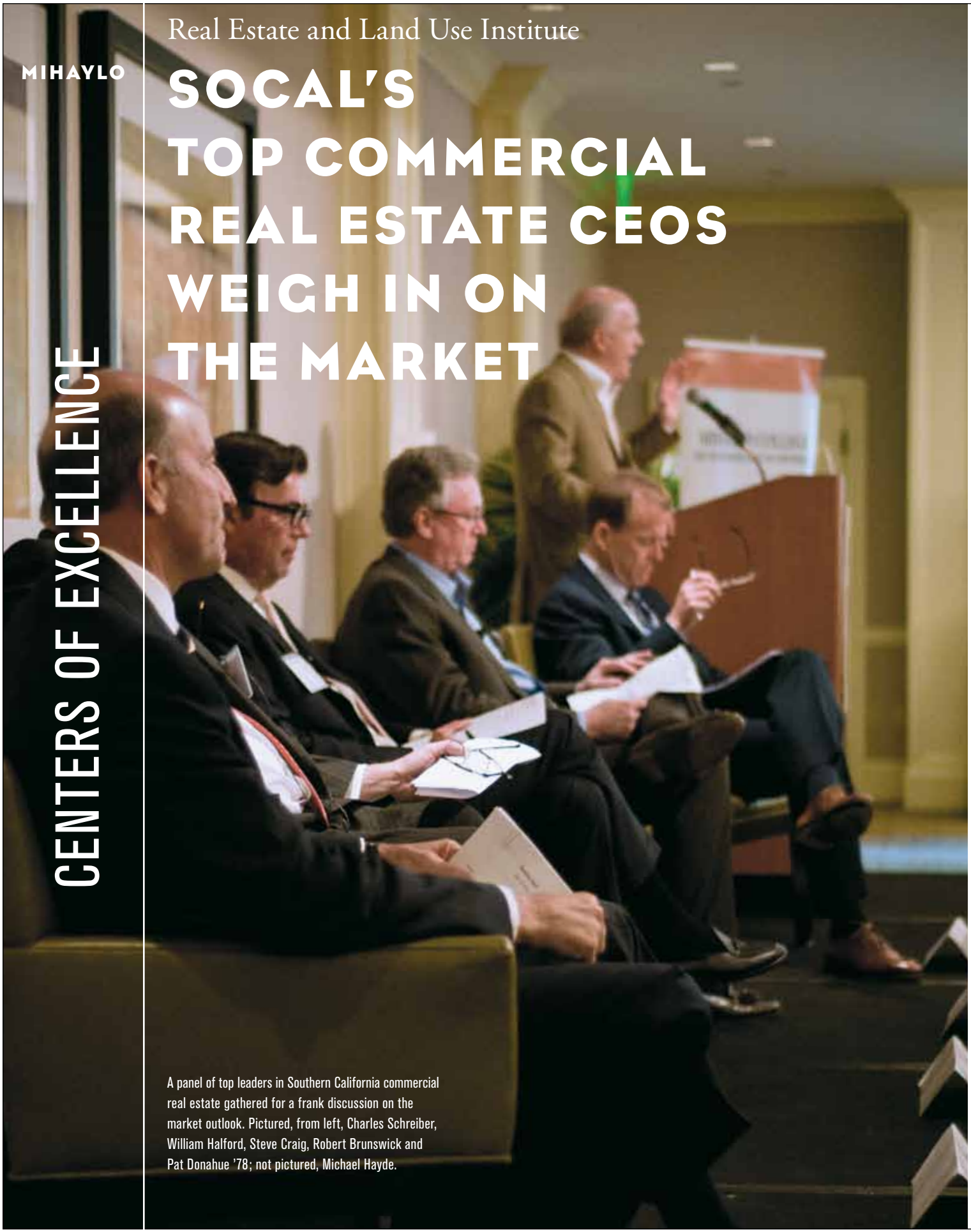
Last spring, five enterprising MBA graduates won first-place honors in the Small Business Institute Project of the Year competition. This is the 19th time in 20 years that Mihaylo consulting teams have either won the competition or placed in the top 10 nationally.

"This project helped me get my position," says John Bautista, who now works in USC's Department of Health Plans. "Because of that project, I realize how crucial every person's contribution is to the success of the whole, as well as a better understanding of my role."

Under the direction of Peng Chan, professor of management, Bautista and his fellow team members took the top award for their case study for Redline Detection in Placentia, Calif. Their study looked at the current economic situation and how the company could continue to expand the market for its automotive product line and break into a new market for its building product.

Real Estate and Land Use Institute

SOCAL'S TOP COMMERCIAL REAL ESTATE CEOS WEIGH IN ON THE MARKET



A panel of top leaders in Southern California commercial real estate gathered for a frank discussion on the market outlook. Pictured, from left, Charles Schreiber, William Halford, Steve Craig, Robert Brunswick and Pat Donahue '78; not pictured, Michael Hayde.

Pat Donahue '78

The consensus among Orange County's top commercial real estate leaders during Mihaylo College's Commercial Real Estate Forum was reported in *The Orange County Register*: "Things are looking up for commercial real estate. They're just not looking up enough." As part of its continued education program for students and the Southern California business community, Mihaylo's Real Estate and Land Use Institute hosted the forum earlier this year. CEOs from some of the most prominent commercial real estate firms in the region served as panelists, and Pat Donahue '78, chairman and CEO of Donahue Schriber, served as moderator. Here are some short takes from the leaders in this industry:

Robert Brunswick, Buchanan Street Partners:

Brunswick suggested the value of real estate is becoming much more efficient and predictable in the current economic climate and said, "It's the best of the worst investment." He sees the biggest opportunity for job growth in senior care, health care, and infrastructure.

Steve Craig, Craig Realty:

Known as the "godfather of outlets," Craig said, "Ten years ago, 77 percent of Christmas shoppers went to department stores; today, it is less than 44 percent." This is why retail has fallen to 2 percent growth and why many stalwart department stores have been forced to scale down, subleasing extra space to specialty stores or closing down completely in some prime locations.

William Halford, Bixby Land Co.:

Having previously presided over the Irvine Company's office and industrial properties division, Halford said the industrial market's damage from the recession has been brutal. However, he believes the industrial sector will perform better than the office sector due to jobs, which will not come from a single industry but instead from entrepreneurship.

Michael Hayde, Western National Group:

"People are buying Southern California apartments like they'll never be built again," said Hayde, which is the reason rates have stayed so low. About the possibility of a double dip in the commercial market, he declared: "I'd say we're at a 40 percent chance."

Charles Schreiber, KBS Realty Advisors:

Having been through five or six real estate downturns, Schreiber shared his insight: "Some people like to compare this downturn to 1991 and 1992; this doesn't even come close." This is partly because capital has become available, much of it from pensions investing in commercial. Describing vacancies as a case between the "haves" and the "have-nots," he said, "The offices that are A- and B-quality buildings are doing pretty well."

Sales Leadership Center

SATURDAY SALES LEADERSHIP CLASSES ARE OPEN TO THE PUBLIC

Active listening. This is one of the role-play exercises Sandra Polvi '09 found most valuable during the Certificate of Professional Sales class. "Active listening involves paying close attention and verifying the customer's concerns to ensure understanding," says Polvi, who is Lowe's market manager for Stanley Black & Decker.

Open to students, alumni and the general public, Mihaylo's Sales Leadership Center offers classes, like the one Polvi participated in, to boost the talents of both new and seasoned sales professionals. "The classes, each completed over the course of one, two or three consecutive Saturdays, are for people interested in growing their leadership skills within their careers," says Chris Kondo, director of the Sales Leadership Center. "The people who take these valuable classes aspire to management positions, and they want to prepare for the next step up. Or, they may have been promoted, and they want to do the best job possible."

The Sales Leadership Center has expanded its class offerings this year to include consecutive-Saturday courses in sales management, sales skills for leadership (funded with an educational grant from Target), sales skills for interviewing, and sales skills for consumer products. For more information, visit fullerton.edu/sales and click on "courses."

Family Business Council

MIKE TRUEBLOOD RETIRES

Mike Trueblood

After serving as the director of the Family Business Council for 12 years, Mike Trueblood is retiring. Trueblood played an integral role in establishing the council as well as making countless contributions to Mihaylo College and to family businesses, including the initiation of a family business undergraduate course at CSUF. Trueblood will stay involved with the council as an ambassador and help his successor, Ed Hart, transition into the position (see story on page 5). "The Family Business Council is a wonderful program," says Trueblood. "We welcome Ed to the team, and we feel terrific knowing we've done our own form of succession planning."

Small Business Development Center Spotlight

Linh Tran '05, left, and Deep Patel '06 flank a Go Green Solar Sun Pole, which attaches to streetlights and utility poles and generates energy that contributes to the electric grid. When he started GoGreenSolar.com, Patel received valuable business advice from the Small Business Development Center Network.

Alumnus Deep Patel '06 Builds A Blog into a Booming Business

GoGreenSolar.com wasn't even through this year's first quarter, but the green-energy products company had more revenue in 2011 than all of last year. With this stunning increase in sales, it's fair to say company founder Deep Patel recognized an eager market for energy-saving products.

"Our customers run the spectrum from one person needing a light bulb to contractors who are building entire facilities powered by solar energy," says Patel, who earned an entrepreneurship degree from Cal State Fullerton in 2006. His venture began when he attended the Solar Power International conference while earning his MBA at Boston University. "I knew this was a really cool industry," he says."But how could I get started without any money?'" The answer: A blog.

"I posted something new every day," says Patel, who with focused research and networking established himself as a legitimate authority. The response was astounding, and people started asking if they could also buy from him. "So, I set up relationships with manufacturers, and now it's a big challenge to keep up with demand."

When he started GoGreenSolar.com, he took the advice of Steven Mednick, a TriTech consultant – part of the Small Business Development Center Network – and focused on growing his customer base instead of searching for a start-up funder. "Steve advised me to view my customers as my first investors and to keep going after more business," says Patel.

"It was critical advice. I've reinvested all the profits of the business into accomplishing our vision: to change the world with green energy."

Patel has also attracted talented employees to join his enterprise, including fellow Mihaylo alumnus Linh Tran '05, who earned his degree in business finance, and now handles day-to-day operations for GoGreenSolar.com. Says Tran: "We are always looking for sharp students interested in a great opportunity in the renewable energy field." M

Small Business Development Center

$4.2 Million in Grants Will Help Create Jobs For Three Southern California Counties

Jobs. Jobs. Jobs. Everyone wants more of them, and everyone knows the importance of small business in creating them. So, it's great news that the Mihaylo College was recently awarded more than $4.2 million in state and federal funding in support of the Orange County/Inland Empire Regional Small Business Development Center Network to serve businesses in Orange, Riverside and San Bernardino counties. The Regional Lead Center provides oversight to its five service centers: Orange County SBDC (Santa Ana), TriTech SBDC (Irvine/Corona), Inland Empire SBDC (San Bernardino/Riverside), the OCTANe iHub (Aliso Viejo) and the Coachella Valley iHub.

The service centers provide one-on-one consulting, access to government and private sector procurement opportunities and international trade assistance, as well as access to capital – "vital functions to help businesses survive and thrive, particularly during these challenging times," says Priscilla Lopez, director of the Regional Lead Small Business Development Center Network (headquartered in Mihaylo Hall).

For more information about the Small Business Development Center, visit leadsbdc.org.

Advisors at the five SBDC service center offices provide myriad services as well as access to capital for clients in Orange, Riverside and San Bernardino counties.

2011 International Trade Economic Forecasts
Institute for Economic and Environmental Studies
An Overview of Orange County and Southern California Exports
FULLERTON

Institute for Economic and Environmental Studies

Authoritative Forecasting At Your Fingertips

Mihaylo's Institute for Economic and Environmental Studies offers the institute's popular forecasts, surveys and updates online at *business.fullerton.edu/centers/iees.* Available information includes regional, state and national economic analyses as well as both new quarterly updates and new international trade forecasts. For regular news updates, click "subscribe" on the IEES home page.

Raj Manek '94: An Intrepid Entrepreneur In a World of Opportunity

Suffice it to say that Raj Manek '94 is curious. He's also intrepid – and not easily satisfied. While a student at Cal State Fullerton, Manek changed his major three times. "I felt boxed in when having to declare a major with a singular discipline," explains Manek. So after stints in finance and marketing, he landed on management with a focus on entrepreneurship at the Mihaylo College of Business and Economics. That's when he knew he'd found exactly the right fit.

"After some poignant discussions with the dean at the time, I was pointed to the new focus of entrepreneurship; it was still a very small endeavor then," says Manek, now a vice president of international sales of Deltron Inc., based in Brea, Calif. The new department was "like hand in glove," he recalls. "I loved it. This holistic approach is what business schools should teach every student. Students at Mihaylo are prepared to handle business *life* after school, not just a *career*."

Manek's professors clearly saw great things in the budding entrepreneur: He was selected Student of the Year by the business college's department of management and Outstanding Student of the Year by the college's Executive Council, among other accolades. So it's no surprise to hear that Manek's boundless curiosity and energy now regularly take him around the world – first, in his career with Deltron, which supports regional airlines and aircraft operators globally (the company provides spare parts and repairs aircraft on nearly every continent). And he racks up even more frequent-flyer miles doing charity work in eastern Africa with organizations like Rotary International.

Manek's "transformative" time at Cal State Fullerton is still never far from his day-to-day business life. Despite a grueling travel schedule, he serves on the board of Mihaylo's Center for Entrepreneurship, which he calls nothing less than a "guiding angel to assist and nurture ideas into viable businesses that are the very future of America." It's clear that the young business student who thought big years ago is still alive and well.

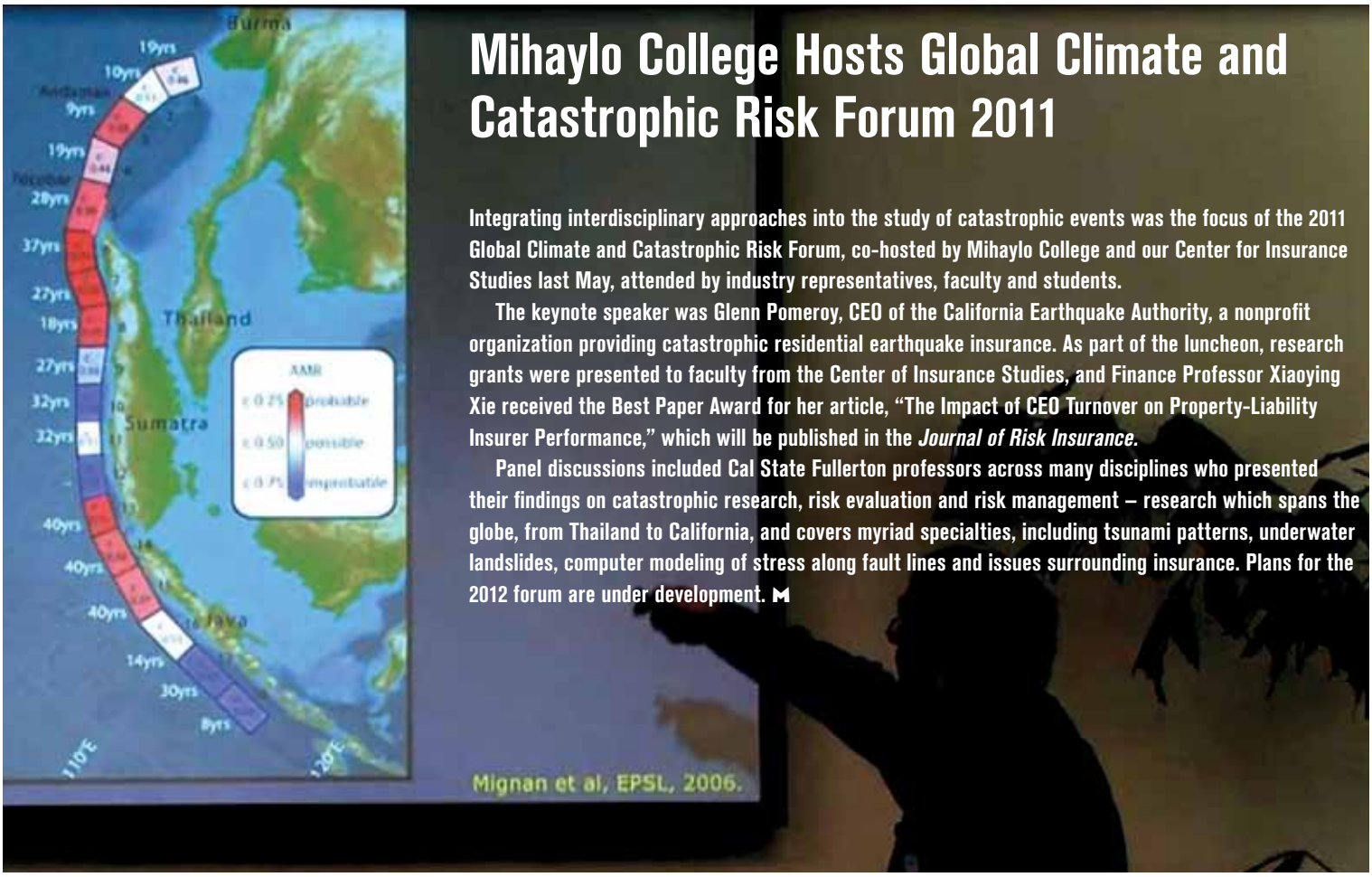
"Being part of a group who wish for future business-school graduates to be more savvy and bold, armed with the knowledge and tools that will ensure their success, is very important to me," he says. "Entrepreneurship is a common thread that touches every Cal State Fullerton student."

His advice to fledgling entrepreneurs is delivered with his trademark energy and optimism: "Work hard, be bold and as Steve Jobs said, 'stay hungry, stay foolish.' Don't feel like you have to hit a home run [when starting a business]; just reaching first base is also good enough. But first get to the plate and swing the bat!" M

Lorie A. Parch

Andrea Bridger, Maitreya Project

In July 2011, Raj Manek '94 visited a giraffe sanctuary in Nairobi, Kenya, and was neck-and-neck with a Rothschild giraffe, an endangered species. Boundless curiosity takes Manek around the world, both with his career at Deltron Inc. and his charity work in eastern Africa.



Mihaylo College Hosts Global Climate and Catastrophic Risk Forum 2011

Integrating interdisciplinary approaches into the study of catastrophic events was the focus of the 2011 Global Climate and Catastrophic Risk Forum, co-hosted by Mihaylo College and our Center for Insurance Studies last May, attended by industry representatives, faculty and students.

The keynote speaker was Glenn Pomeroy, CEO of the California Earthquake Authority, a nonprofit organization providing catastrophic residential earthquake insurance. As part of the luncheon, research grants were presented to faculty from the Center of Insurance Studies, and Finance Professor Xiaoying Xie received the Best Paper Award for her article, "The Impact of CEO Turnover on Property-Liability Insurer Performance," which will be published in the *Journal of Risk Insurance*.

Panel discussions included Cal State Fullerton professors across many disciplines who presented their findings on catastrophic research, risk evaluation and risk management – research which spans the globe, from Thailand to California, and covers myriad specialties, including tsunami patterns, underwater landslides, computer modeling of stress along fault lines and issues surrounding insurance. Plans for the 2012 forum are under development.

MONA NAFFA '88: FROM ANAHEIM TO AMMAN

When Mona Naffa was studying business administration and marketing at Cal State Fullerton, right next door to her hometown of Anaheim, she wouldn't have guessed she'd eventually make her home in the ancient city of Amman, Jordan, where she's now founder and director of STI Jordan, a travel and excursion marketing company.

"Yes, my life has taken a 180-degree turn," laughs Naffa. "Though it's all very exciting."

Naffa credits long-time CSUF relationships as instrumental in her "dabbling" in ventures as diverse as coffee-shop owner, hotel concierge (what she calls "the best job in the world"), top-ranked pharmaceutical sales rep, and telecom marketing pro. Through it all, she's maintained close ties to her alma mater, having served as a Professor for a Day in the '90s (following in the footsteps of her dad, who taught at Fullerton College for 35 years) and maintaining a special relationship with her mentor, Marketing Professor and Department Chair Irene Lange. "The education at CSUF was tops as I pushed myself to continue to learn and seek challenges," she recalls.

These days, life is all about hospitality (her husband, a native Jordanian, is a fifth-generation hotelier) and using her company as a way to showcase Naffa's sometimes underappreciated adopted country. "Jordan exceeds expectations," she says. "It's a combination of the old and the new – the biblical path from the Old Testament to modern high rises, shopping and fine restaurants. I consider myself very lucky to live in Jordan."

Lorie A. Parch

Mona Naffa '88 is founder and director of STI Jordan, a travel and excursion marketing company in Amman, Jordan.

QUICK Q&A

Frank Robitaille is a well-known leader in the insurance industry, so we asked him for his quick take on the health of this business sector.

What's the current economic status of the insurance industry?

The property casualty business is in a downturn. Rates have eroded to a fraction of where they were just five years ago. Coupled with a lower rating basis – payroll, sales, etc. – most commercial brokerage firms are down 20 to 30 percent.

How is the industry adjusting?

The industry is adapting with new products to face the changing economy. With areas such as cyber liability, intellectual-property protection and defense insurance, for example, insurers are creating products to protect business from the new realities.

Frank Robitaille

Establishing the Robitaille Chair in Risk and Insurance

Entrepreneur Frank Robitaille Is an Insurance Industry Titan

When Frank Robitaille graduated from Cal State Los Angeles in 1969, he got a job as an accountant at Union Oil in downtown L.A. "After about six months, I realized I wasn't an accountant," says Robitaille, who then tried a job as a marketing representative at the Insurance Company of North America in Orange. "But after about a year, someone said insurance agents made more money," he laughs. "So I left and went to work for an insurance agency in Newport Beach."

From there, Robitaille's career reflects the American ideals of hard work, curiosity and dogged determination to be the best in the business. He emulated his mentor, John Watkins – "the man who taught me how to manage a commercial insurance account," says Robitaille – and worked with clients like Kawasaki Motors, the city of Irvine, Taylor-Dunn and Fluidmaster. As he grew more immersed in a career for which he was perfectly suited, he relentlessly honed his expertise: Chief among these pursuits were learning all he could about risk management, earning the Associate in Risk Management designation from The Insurance Institute of America and the industry's top Chartered Property and Casualty Underwriters (CPCU) designation (requiring classes and 20 hours of written exams). He had met the equally ambitious Fred Armstrong back when Robitaille was with the Insurance Company of North America, and in 1979, they created their own firm.

Armstrong/Robitaille first served property owners and property managers with a very lean staff – just the partners and one other employee. "The next year we went after food processors, and each year we started adding new specialties," says Robitaille. "Once we had enough business, we hired employees who also had the CPCU designation, which meant we didn't have to teach them about insurance. Instead, we trained them to work with clients and to sell."

A new partner, Laurie Riegle, brought expertise in employee benefits, and the firm evolved into a one-stop shop. "We had the ability to provide anything our clients needed," says Robitaille. Over the years, the partnership purchased 12 different agencies, continued to expand their services and became one of the top 100 insurance agencies in the United States.

Their enterprise, which started with two friends in a small shop, was so successful, that in 2001 they sold the company to Union Bank.

Modestly, Robitaille says, "We can end the story there." But, of course, his ongoing ambition and desire to make the insurance industry as strong as possible reflects the same entrepreneurial zeal he had in 1979.

Supporting an Industry

This year, Frank Robitaille was the largest contributor to the Mihaylo College Center for Insurance Studies' fundraising campaign, and in tribute to his years of service to the center, the school created the Robitaille Chair in Risk and Insurance, the second endowed chair both within the university and Mihaylo College.

"The Center for Insurance Studies brings recognition to the university as the largest insurance school west of the Mississippi. We need young talent to replace the aging baby boomers, and the center has placed more than 1,000 graduates in the Southern California insurance industry," says Robitaille when asked to explain his dedication to the college.

"Frank Robitaille demonstrates the ideal of philanthropic citizenship," says Mihaylo Dean Anil Puri. "He has been an enthusiastic champion of the program, and we are grateful for his generosity to Cal State Fullerton and his commitment to education. His contribution both attracts highly capable faculty to our ranks and recognizes the quality of what our faculty members do."

With a long history of supporting education, Robitaille established a scholarship, which is awarded to a Titan athlete enrolled in insurance and financial services courses. He and his wife, Gale, also support the Orange Assistance League, the Insurance Industry Charitable Foundation, The Child Abuse Prevention Center and Orangewood Children's Foundation. He was named an honorary alumnus at Cal State Fullerton's 2010 Vision & Visionaries gala.

Robitaille and a group of local CPCUs, including Tony D'Asaro, Tom Lorden, Mike Heywood and Claudia Sellers, co-founded Insuring the Children in 1994, a nonprofit organization created to raise awareness of child abuse and neglect and to support prevention and care programs. When he urges others who have been similarly successful within the industry to support these organizations and Mihaylo College, he tells his colleagues: "The insurance business has been good to you, so please join us and invest in the future." M

Laurie McLaughlin

Intelligence from the Front Lines:

Capital Pacific President Scott Coler '85 Examines The Future Of Housing

More than two decades ago, Scott Coler entered the real estate industry working in finance for a home-building company. "I was exposed to a world of land development, construction and large capital investment," says Coler, who earned a bachelor's degree at CSUF in 1985 in business administration. "And, I've been hooked on the homebuilding business for almost 25 years."

Coler is now president of Capital Pacific Real Estate Inc. where he led the growth and expansion of the company's Southern California division, which at its peak in 2006 produced approximately $250 million in new home revenues. Subsequently, he has undertaken a restructure and diversification of Capital Pacific with the onset of the industry's economic crisis.

Coler serves on the board of the region's Building Industry Association; he's president of Mihaylo College's Executive Council and a board member of the college's Real Estate and Land Use Institute.

As a licensed general contractor and a licensed real estate broker, Coler has exposure to all aspects of the industry, and he's not timid in his assessment of current and future real estate business. He shares his insight with *Mihaylo Magazine*:

Given all that has transpired within the economy – locally, nationally and globally – what's the state of the homebuilding industry?

Housing is one of the largest investments most people make, and it's one of the largest drivers of U.S. economic activity. Because of that, everyone has an interest in the direction of housing. I'm in homebuilding, and I'm not shy to say that the homebuilding industry has literally been decimated over the last five years.

It's a cyclical business, but this current cycle has been more severe to homebuilders than any time since World War II. There is no question housing and homebuilding will rebound, but outside economic pressures, mainly unemployment, will temper a rebound for at least the next few years.

Scott Coler '85

What might we find surprising about the future of the homebuilding industry in California?

In the next 50 years, California will likely experience a paradigm shift in how people will be housed. The population is expected to increase almost 50 percent with some estimates reaching 60 million people by 2050. Therefore, obsolete housing stock must be replaced, and new housing stock needs to be constructed. The longer term issue for California housing will be affordability. The cost of overcoming state regulations, environmental issues, increasing material prices and localized political issues – such as traffic – will make the future of new, affordable California housing very prohibitive.

How will that be reconciled?

Workforce housing will be a large component need of this growth, and homebuyers and renters can't be priced out of the market. Over time, communities must embrace and overcome the stigma of higher housing densities.

Local municipalities need to become part of the solution and work with developers and homebuilders to bring the right economics to the equation. Housing units and space will shrink in size, and the advent of technology will aid in bringing down construction costs. Alternative means of transporting people must be embraced to offset the impacts of density.

How all this will be achieved over the next 50 years will likely usher in some significant changes.

Is homebuilding still a good industry for business students to consider?

Real estate, whether it's residential, commercial, industrial or hospitality is a fascinating and exciting business. It is a rewarding business for those who succeed; however, it is also a business that can result in failures. This is due to many variables, some of which have to do with its very cyclical nature and the fact that real estate is capital intensive. Nonetheless, I highly recommend the real estate industry for those starting out who can set the right expectations for themselves. M

Derek Chen

The Wall Street Journal Picks Equity Analyst Rafay Khalid '99 As 'Best On The Street'

Rafay Khalid '99, above, is an analyst at Standard & Poor's in New York City. He visits Mihaylo College often, below, to talk with students about their futures in finance.

Part detective, part storyteller. That's how Rafay Khalid describes his job at Standard & Poor's in New York City. "I spend time validating management's claims about its business. I then advise clients about the potential impact on the stock and whether a company's stock is a buy, sell or hold," says Khalid, a Wall Street Analyst. "Communicating actionable items in a clear and succinct way is critical."

Khalid evidently does this detective work and storytelling very well – *The Wall Street Journal* named him "Best on the Street" this year – a prestigious designation singling out analysts with impressive stock-picking ability. Only the top five analysts in each of 44 industries are selected for the list.

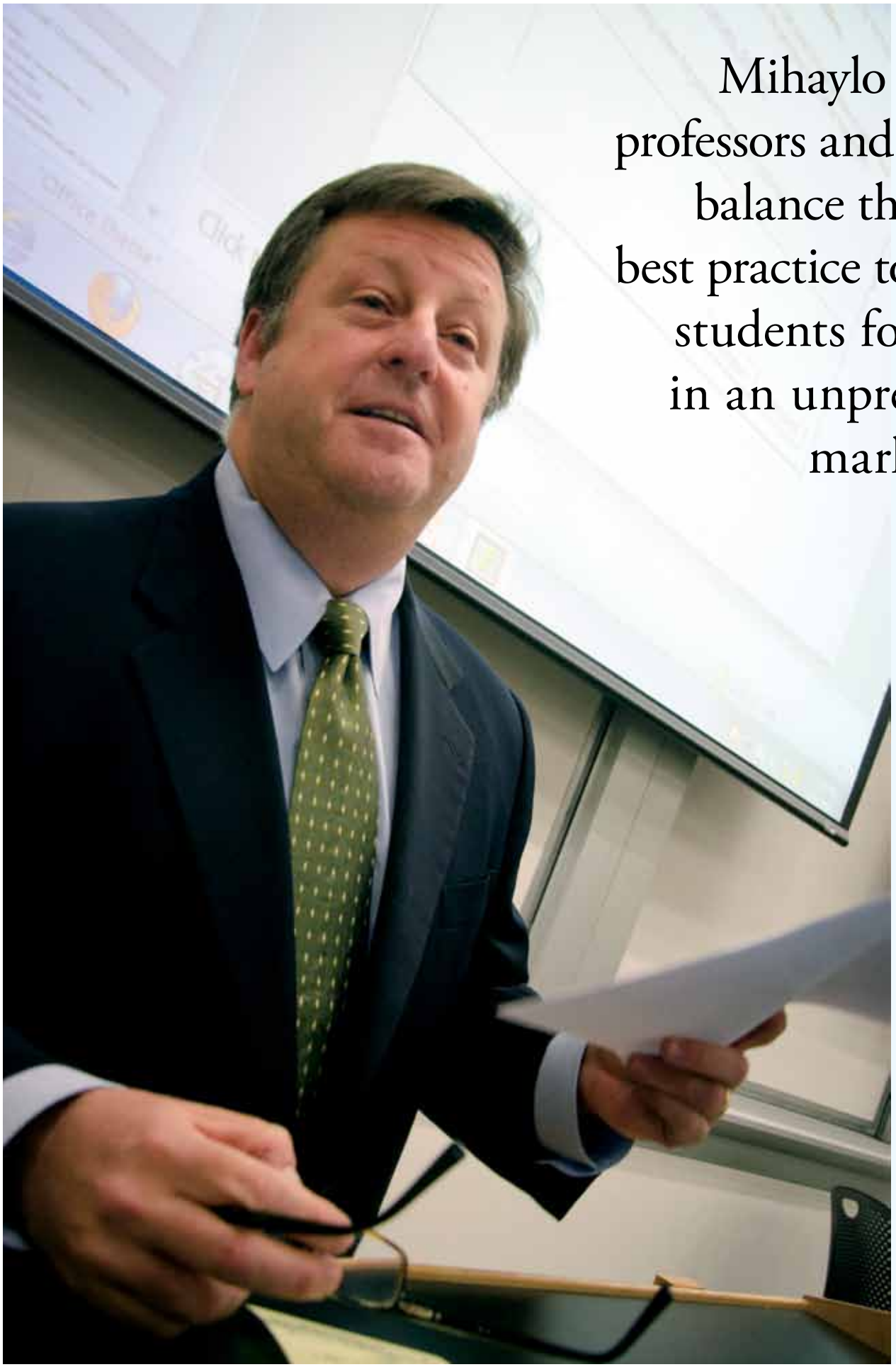
"It's a huge honor because it demonstrates the culmination of both personal and professional hard work," says Khalid. "This was my first year of eligibility, and I won the award."

Khalid has spent most of his career analyzing companies, talking with company management and clients, conducting primary research and forecasting financial statements. "I've worked in trading, fixed income and equity research. Currently, I'm in structured finance. I've learned new investment areas and broadened my investment knowledge and skill set," he says.

Raised and educated in Southern California, Khalid didn't expect to leave the West Coast. "But due to the difficult economic environment at the time, I moved to New York City to accept a job with S&P," says Khalid, who graduated from CSUF's business school in 1999 with a degree in finance and a minor in insurance studies. "During college, a professor recommended majoring in finance, because I had a passion for the stock market."

Khalid returns to Mihaylo often to share his experience with students. "The material I learned at CSUF is very relevant," he says. "Students from our school have a great foundation to compete and excel in the investment industry.

"I advise them to network, network, network. I don't mean asking for a job, but building a relationship. This will eventually lead to unknown opportunities." M



Mihaylo College's professors and lecturers balance theory and best practice to prepare students for careers in an unpredictable marketplace.

By day, Bruce Lipian is a StoneCreek Capital managing director. On Thursday nights, he co-teaches the graduate-level Mergers and Aquisitions course at Mihaylo.

Keeping It Real

By Laurie McLaughlin

Focusing on Generation Y consumers, Matthew Jung '12, kneeling above, and Angelica Banales '12, were each on the winning student teams that presented marketing plans for a major auto manufacturer for a yet-to-be-announced new vehicle. "The company was very excited about the presentations and will implement many of the ideas the students had," says Associate Professor of Marketing Sunil Thomas, above.

The top-secret clients and their new car concept may not be disclosed, but the class project was one that provided students with the invaluable experience of working in the trenches for a client on a very real, high-end, high-profile product.

"The project was intimidating and overwhelming at times," says marketing student Matthew Jung '12. "But Professor Sunil Thomas was a great teacher, and it was reassuring to know that we had access to his experience and help whenever we needed it."

The semester-long assignment in Thomas' undergraduate Marketing Research Methods course included market research and the design of a marketing campaign for the motor vehicle – still undisclosed to the public – that would appeal to Generation Y consumers. Thomas had partnered with marketing company FreedomZone on a previous class project for Starbucks. FreedomZone approached Thomas again with the auto manufacturer's product.

"They came to us because they wanted to attract Generation Y, and the best way was to have Generation Y students talk to their peers to gather information," says Thomas, an associate professor of marketing. Divided into six competing teams, the class received the same project brief. Thomas was available as a resource, but beyond that, the students were on their own to apply their entrepreneurial spirit and attack the problem from different angles and come up with meaningful solutions – and present their strategies to FreedomZone. Two teams split the $4,500 first prize, and, says Thomas, "the company was very excited about the presentations and will implement many of the ideas the students had.

"The entire experience for the students was real-world related," adds Thomas, and he is not surprised that Jung and other students found the project challenging. "Importantly, they were able to apply all the concepts they learned in class and then see how a company uses those techniques."

Making it Real in Today's Business Climate

Bringing the business world into the classroom and sending the classroom *(continued on page 19)*

Buying Power: Student Managed Investment Fund Wins Big

Members of the Student Managed Investment Fund club at Mihaylo are preparing for a repeat first-place win at the upcoming Nov. 18 investment competition sponsored by the Chartered Financial Analysts Society of Orange County (CFAOC). Last fall, one of Mihaylo's multi-student teams presented an RFP to a judging panel of Orange County portfolio managers, and the Titans' forecasting and investment strategy won the top $100,000 prize.

"We don't actually get the cash," says club advisor Michael Milligan, a lecturer in finance and seasoned Wall Street hedge-fund manager. The students make the buy and sell decision and the CFAOC makes the transactions; at the end of the year, the profits – in real dollars and cents – are awarded by the CFAOC in the form of scholarships for students who will be taking the CFA exam. Milligan's innovative teaching and guidance helps students take full advantage of learning by doing: Students are immersed in a virtual trading pit, which helps them appreciate the vagaries of the marketplace.

"The judges manage money for a living, and they can be brutal," adds Milligan. "This is the real world and not a classroom environment. It is excellent preparation for presentations these students will be making within their careers."

BUSINESS INCUBATOR

Aaron Barkenhagen '07 Turned His Coursework into His Life's Work

Bootlegger Brewery's tasting room is consistently crowded with fans of proprietor Aaron Barkenhagen's traditional and unusual brews, including Black Phoenix, a chipotle coffee stout, and Knuckle Sandwich, a punchy ale that lives up to its name.

Bootlegger was conceived while Barkenhagen was earning a B.A. in business administration/entrepreneurship at Mihaylo. He drafted his business plan for the brewery during New Venture Creation, an entrepreneurship class.

Barkenhagen then signed up for another required course, New Venture Launch, where he "got out and did something" – as assigned by his professor – and found a location for his business. One year later, in 2008, with the help of his dad, Barkenhagen introduced Bootlegger Brewery in a downtown Fullerton warehouse.

"Bootlegger Brewery is different. It's not a brew pub," says Barkenhagen, who had been home-brewing for 10 years as a hobby before launching his enterprise. "We have tasting on site, but it's more like an open warehouse."

Barkenhagen also sells to outside buyers, including Vons, BevMo, Whole Foods and Total Wine. This year, the brewery doubled its production, totaling $1 million in sales.

"It's exciting to see things grow so quickly," adds Barkenhagen, who has advice for potential entrepreneurs with their own ideas brewing: "Just go out and do it. You've got to have a plan, and you've got to get real-world feedback. Mihaylo helped me do both." *Geri Silveira*

Aaron '07 and Patricia Barkenhagen at their brewery. Aaron drafted the business plan in a Mihaylo entrepreneurship course.

KEEPING IT REAL

'We make a special effort to bring our practical experience into the classroom. I start each class by describing situations I've dealt with and reinforce the theoretical principles with real-life examples,' says Bruce Lipian, lecturer in finance.

(continued from page 17) back out into the business world encapsulates Mihaylo College's focus on creating an educational experience that fully prepares students for their careers.

This mission relies on faculty – both full- and part-time – who are entrenched in the field. "For example, we constantly renew our pool of adjunct faculty in order to bring first-rate practitioners into the classroom," says Mihaylo College Dean Anil Puri.

"Before students enter the job market, they need to understand the environment that they will be moving into. Professors provide students these real-world projects and use the tools of academia to analyze and understand the current state of affairs. To me, a relevant business education is one that provides an unflinching look at the world that is in the making right now.

"Our professors work within that world daily, and they bring that wisdom and experience to their students."

Wayne Pinnell is the managing partner of Haskell & White LLP, one of the largest locally owned CPA firms in Southern California, and he's a part-time Mihaylo College accounting professor. "As a practicing financial statement auditor, I bring real-life examples to each class meeting," says Pinnell. "Often, I have had a direct experience related to the course material in my 'day job' within the same day that I present it to my students. By making it real, I'm helping set students' expectations for what they are getting into.

"In the accounting profession, we are experiencing an ongoing sea change because of the financial crises of the past years and the divergent interests of various bodies charged with the promulgation of new standards," he adds. "One direct result is that the textbook becomes outdated more quickly each year."

As a lecturer in the information and decision sciences, Prem Gupta points out that faculty who are working daily within their industries provide extraordinary insight and, often, an entrée into the field. He's president of Global Infovision Inc., which sells, implements, customizes and supports Microsoft Business Dynamics software for mid-sized companies. "I have almost 30 years of experience in aerospace, pharmaceutical, and food companies in the fields of business planning, operations planning, forecasting, operations research, inventory planning logistics, and systems analysis and design," says Gupta. "These are the same topics I teach in my courses."

Gupta's business is across the street from the university, and he is pleased to provide ready guidance to students evaluating their career paths, whether it's to enter business or pursue advanced degrees. "Over the years," he adds, "we have also offered training and employment within our company."

Digging In: Hands-on Preparation for the Job Market

By day, Bruce Lipian is a StoneCreek Capital managing director, and he's been in private equity and corporate finance for 20 years. On Thursday nights, he co-teaches the graduate-level Mergers and Acquisitions course with Darleen Armour, a principal at Cronkite & Kissell, a valuation firm.

"We make a special effort to bring our practical experience into the classroom. I start each class by describing situations I've dealt with and reinforce the theoretical principles with real-life examples," says Lipian. Part of the class requires students pitch a "client" who's in the market to buy or sell a company. Each presentation requires the valuation analysis along with recommendation on deal structure and financing alternatives. "Professor Armour and I play the roles of the clients, and just like in real life, we're edgy and unsophisticated when it comes to corporate finance matters," says Lipian.

"Not only are the students required to do the mechanics right, but this assignment is designed to teach them how to communicate in an understandable and sensitive manner. They learn how to win an engagement by gaining the trust and confidence of the client."

Up From the School Desk and Onto the Front Lines

The queues at a Wachovia Bank branch were very long – customers were waiting up to 15 minutes for service. The students in Assistant Professor of Management *(continued on page 21)*

At the 2011 Small Business Institute Project of the Year competition, the Mihaylo team took first-place honors. For the last six years, Management Professor Peng Chan, below, has been the faculty advisor for Mihaylo's victorious teams.

BUSINESS INCUBATOR

A Sweet Future: Two Students Put Class Time to Work And Launch Paris Delights

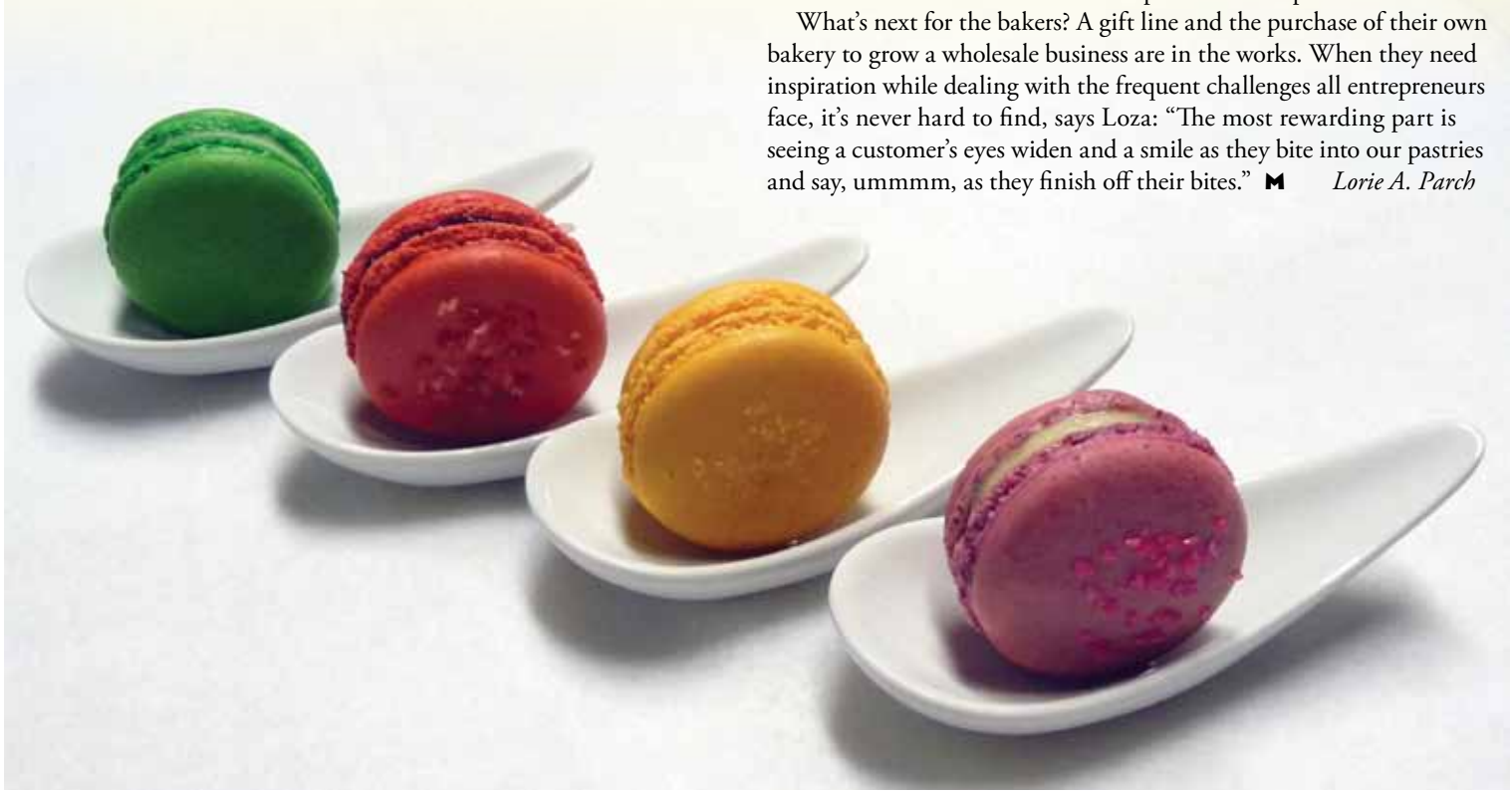
Phylline Loza '12, left, and James Lowery '11, right, say their business-school education is "the backbone to our business."

Like so many delicious and beautiful stories, the tale of Paris Delights Pastries (www.parisdelightspastries.com), a bakery owned by Phylline Loza '12 and James Lowery '11, began in the City of Light. While on a summer trip to Paris, the two Mihaylo students were smitten by the city's many *boulangeries* and *patisseries*, and by two pastries in particular: the *chouquette* and the *macaron*.

Back in Orange County, they decided to recreate the sweets they'd fallen in love with, adding touches of their own – and launching a business. "Our pastries are made from the freshest and French-imported ingredients," says Loza. Knowing their health-conscious California audience, the entrepreneurs opted to specialize in healthier versions of classic confections, using gluten-free, organic, naturally-sweetened, and lactose-free ingredients whenever possible. And, their sweets may be found in the cafés of a popular, upscale department store.

Loza and Lowery call their business-school education "the backbone to our business." The duo refined their business plan within a two-semester management class with Professor Brent Evans. With the help of other students in the course, they worked through areas such as inventory and pricing for Paris Delights. "With Professor Evans' help, we figured out where to set up shop and how to get equipment," says Lowery. In Professor John Jackson's entrepreneurship course, they worked on the company's Web site, logo and branding. Lowery also credits the pragmatic guidance they got from Marketing Professor Christopher Anicich. "Taking his class motivated us to continually progress," Lowery explains. "It was his real-world stories that captivated us, and we put what we learned into action." This included getting direct feedback from customers to fine-tune each recipe until it was perfect.

What's next for the bakers? A gift line and the purchase of their own bakery to grow a wholesale business are in the works. When they need inspiration while dealing with the frequent challenges all entrepreneurs face, it's never hard to find, says Loza: "The most rewarding part is seeing a customer's eyes widen and a smile as they bite into our pastries and say, ummmm, as they finish off their bites." M *Lorie A. Parch*



'Saying you're qualified to do something because you've actually done it is powerful,' says Matthew Jung '12. 'Experiential courses can help you get a better feel for what's really important. It's a great way to build confidence.'

(continued from page 19) Adelina Gnanlet's Service Organizations and Operations undergraduate course collected data within the branch for three to four weeks. They observed the ebb and flow of customers – busy times, slow intervals, interaction between people, etc. "The students then identified staffing requirements and waiting-line analysis and created computer models – information they carried over from an information and decision sciences course – that would reduce the number of customers in line during peak hours, and Wachovia adopted the model," says Gnanlet. Her career has been in manufacturing process management; and her research is currently in healthcare management – improving efficiencies in hospitals.

"In this course, students pick a service firm and identify a problem area in conjunction with the management from that company. Students act as consultants and help the client find feasible recommendations. My students have done process improvement in a number of industries." Clients have included Disneyland, Mexican Cantina, Bristol Farms, Fresh & Easy, Wachovia Bank, First Bank, Boiling Crab restaurant and Speedzone, among others.

Winning Awards

At the 2011 Small Business Institute Project of the Year competition, the Mihaylo College team took first-place honors – and Mihaylo's team has ranked among the top 10 for 19 of the last 20 years. The contestants conduct in-depth studies of real businesses and present case studies improving upon the clients' practices (See related story on page 5.). "We learned how to analyze a company based on its current and past financial performance and preparation/planning for a new product launch," says team member Prabhu Palanisamy, who earned his MBA at Mihaylo in 2010 and now works at Southern California Edison. "Working with the criteria helped us to apply what we have learned throughout the course of our MBA studies, and the process of applying structured analysis helps us every day within our current work."

The faculty advisor behind the top teams in the last six years is Peng Chan, professor of management. "I provide a framework that helps students focus on the steps in the process," says Chan, who has served as a consultant for both private and public corporations in the United States and Pacific Rim nations. He also has advised and trained senior executives for more than 200 major international corporations. He previously served as an adviser to the Vietnamese government in establishing the country's first stock exchange. He's impressed with the success of his student teams, and adds, "Their analyses are as good as any outside consultant."

Fundamentals for the Future

"To me, the most important aspect of making it real is that it leads to better results. Students are more motivated, they remember course content better, and it makes the class more fun," says Francis Mummery. He's a lecturer in economics and president of Mummery Economic Consulting Inc., which provides expert witness services in cases of personal injury, wrongful death, wrongful termination and medical malpractice in addition to valuations and guidance in financial, marketing and economic matters for businesses – all of which provides rich and relevant in-class material.

"I encourage my students to think of their education as an ongoing process," says Mummery. "The time they spend at CSUF is just one step in the process, and it must continue after they graduate."

Matthew Jung, the student who explored Generation Y for a car company appreciates the hard work required in the practical approach to learning about business. "Saying you're qualified to do something because you've actually done it is powerful," he says. "Experiential courses can help you get a better feel for what's really important. It's a great way to build confidence."

True to Jung's experience, confidence is earned. And, Mihaylo College continues to equip students with both the knowledge and experience required to begin or advance their careers with the self-assurance required of today's business leaders. M

STUDENTS IN ACTION

FIRST FULL-TIME MBA PROGRAM TEACHES BUSINESS AND INTERPERSONAL SKILLS

Marketing Professor Christopher Kondo addresses full-time MBA students during orientation.

It's here. It's exciting. And it's a first for Mihaylo College: a full-time MBA program that focuses on both knowledge and interpersonal skills. Although Mihaylo College offers a flexible/evening program on the Fullerton campus and an MBA for working professionals on the Irvine campus, the new full-time MBA program in Fullerton is the only program that guarantees graduation in 16 months (given completion of the courses and passing grades).

"MBA programs around the world have been criticized for lacking training in key interpersonal and soft skills," says Van Muse, director of Mihaylo's MBA programs. "Our full-time MBA develops these skills along with world-class, in-depth functional knowledge for which we've always been known."

The inaugural students are a diverse group, with 40 percent hailing from other countries and a little more than half of them holding degrees in areas other than business.

In addition to rigorous academic courses, the students go through six weeks of professional development through the Mihaylo Leadership Academy. Students explore areas such as developing management/leadership styles and creativity in decision-making. The students completed their first two weeks of the academy in August, covering topics including persuasion, selling skills, team building, creativity, business etiquette and acumen, international negotiations, and interpersonal ethics.

A program highlight, students visit a foreign country to learn business practices firsthand. "The trip fulfills a rich, international experience," says Muse. "Our first class is going to Brazil and Argentina in January." M

Tax Preparation: It's the Real Thing For CSUF Students

The numbers are significant: 139 Mihaylo College student volunteers spent a total of 740 hours to prepare an impressive 567 tax returns for the 2010 tax year. Their efforts were part of the college's Volunteer Income Tax Assistance program, called VITA.

The program, which operates under the auspices of the Internal Revenue Service, offers free tax help to low- to moderate-income people. The volunteers, known as "Vitans," help prepare basic tax returns at the CSU Fullerton main campus, the Placentia Community Center and in communities across Orange County.

"VITA is growing," says Kathleen Wright, the CSUF faculty advisor who leads the program, which was recognized by the Center for Internships and Community Engagement with its Impact Award for a student-run club. "For the tax year 2011, we're planning to expand to CSUF's Irvine campus. We also partner with the Legal Aid Society of Orange County. VITA is an incredibly rewarding program for our students, providing them with hands-on experience." M

MIHAYLO COLLEGE STUDENTS CONTRIBUTED MORE THAN 70,000 HOURS OF VOLUNTEER SERVICE WITHIN THE LAST ACADEMIC YEAR.

VANESSA LAU: LOOKING FORWARD TO AN MBA DEGREE AND A NEW CAREER

A member of Mihaylo's inaugural full-time MBA class, Vanessa Lau is particularly interested in the global emphasis within the curriculum.

Vanessa Lau is already a success. Before she enrolled in Mihaylo's full-time MBA program, Lau was the marketing project manager at Bisco Industries, a top 20 electronic components and fasteners distributor. A 2005 graduate of University of California, Riverside, with a B.S. in business administration, Lau's first direct-mail campaign for the company produced enviable results – five out of six of her mailers received positive ROIs. Her first mailer, a compressed T-shirt, reaped the highest ROI ever recorded at the company.

Her experience at Bisco made Lau realize that she wanted a career focused on marketing. "I want to concentrate on brand marketing for a product packaging company or for the entertainment industry," says Lau. For that, she needed to know more. "Getting my MBA at Cal State Fullerton will vastly aid me in the industry transition."

The dynamic and innovative coursework attracted her to the program, but she also liked the capstone course that allows students to have a hands-on experience with struggling businesses in the community. She's also pleased with the global outlook of the program, which requires an international trip.

"The program is very progressive," Lau notes. "It's in tune with globalization trends in business." During the summer, she interned at Fox Sports and worked on the Home Team Sports Ad Sales Challenge. The project allowed Lau and her team to present ideas to increase advertising sales for the company. "Fox was very impressed with our presentation," says Lau. Like the other students in her cohort, Lau believes that "the full-time MBA program will shape students into successful executives." M

Geri Silveira

BIG WEST ACADEMIC HONORS

Deidre Crabtree is a Titan golfer and pre-business student.

Mihaylo student athletes earned Big West Academic Honors during the 2010-11 academic year.

To be eligible, students must have a 3.2 GPA, complete one full year at the institution (at least a sophomore academically), and compete in at least 50 percent of the team's contests. There are nine member schools in the Big West Conference. Mihaylo's honorees include:

Karina Akhmedova, *women's track*

Ashley Carter, *softball*

Deidre Crabtree, *women's golf*

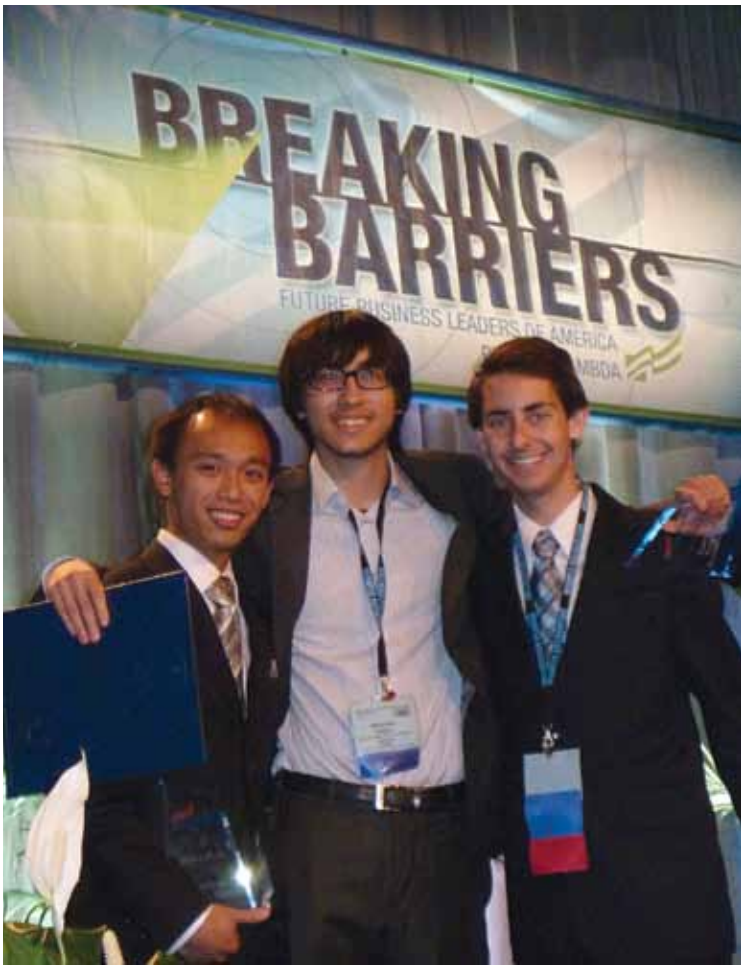
Taylor Fowler, *women's golf*

Lyndsey Grove, *women's basketball*

Jason Haase, *men's track*

Casey Lockey, *women's soccer*

Monica Rodriguez, *women's tennis*



Phi Beta Lamda (PBL) members, from left, Richard Tsu '11, Brenden Gaglia '11 and Eric Don '13, competed at the National PBL Leadership Conference over the summer.

First-place Win For Phi Beta Lambda In National Leadership Conference

The students of Mihaylo's Phi Beta Lambda (PBL) chapter made winning their business at the National Leadership Conference this summer: They captured both first and sixth place awards in the accounting analysis and decision-making categories and a third place in business decision-making.

"Competing at the national level against hundreds of other universities was an amazing experience," says first-place winner Brenden Gaglia, who earned his B.A. in accounting this year. "I was extremely honored to represent Cal State Fullerton in front of some of the nation's brightest students in business." The Accounting Society, another on-campus student business organization, sponsored the Mihaylo team.

Leading up to their national success, CSUF PBL took home 34 medals, including a first-through-third-place sweep in accounting analysis and decision-making, at the spring State Business Leadership Conference.

Phi Beta Lambda is the collegiate division of Future Business Leaders of America (FBLA), a national student organization that emphasizes the importance of "service, progress and education."

Excelling in Academics and Community Service, Tina Safi '11 Prepares for a Career In Speech Pathology

Tina Safi comes from a family of entrepreneurs, which helps explain her desire to one day start a private practice utilizing her 2011 bachelor's degrees in business administration and communicative disorders.

"I'd really like to start a clinic overseas," says Safi, who has volunteered at an orphanage in Ghana and a school in Peru; she's volunteered locally with Jumpstart and works at the Providence Speech and Hearing Center in Orange County. She's also begun studies at Chapman University for a master's in communication sciences and disorders.

A Dean's Scholar and Business Honors student, Safi received the William G. Pollock Scholarship, and she was Mihaylo College's Outstanding Student. While she's excelled within her studies, her ambitious focus continues to influence others: She is currently working with the Providence Center to create a children's book that will help young patients with separation anxiety during clinical sessions.

"I will be a speech language pathologist," says Safi, and she sees her complementary degrees pointing her toward administration and developing new tools and relevant technologies in the field. "My objective is to contribute and play a significant role in the successful growth of this burgeoning field."

Mihaylo Outstanding Student Tina Safi '11 has earned degrees in business administration and communicative disorders, and her extensive volunteer work includes service overseas. She plans to eventually open a private practice in speech language pathology.

FACULTY NEWS

Mabel Kung is Awarded The Carol Barnes Excellence In Teaching Award

For more than 30 years, Mabel Kung, professor of information systems and decision sciences, has been rigorous, fair and a motivating educator. But Kung was clearly surprised when the door to her 7 a.m. class opened, and she was greeted by Cal State Fullerton President Milton A. Gordon, who announced to Kung and her students that she is this year's recipient of the Carol Barnes Excellence in Teaching Award. When presenting the award, Gordon said: "Your entire professional career at Cal State Fullerton has been filled with excellent teaching combined with superb scholarly research and service activities."

Mabel Kung, professor of information systems and decision sciences, was honored for her excellent teaching, superb scholarly research and service to the community.

APPOINTMENTS

John Barbuto Jr. Appointed New Director of the Center for Leadership

John Barbuto Jr.

New to Mihaylo as the director for the Center for Leadership, John Barbuto Jr. has years of teaching and leadership experience. Before joining the college, Barbuto was an associate professor of leadership/organizational behavior at the University of Nebraska-Lincoln. He has an impressive list of achievements, including 75 refereed journal publications, more than $625,000 in grants and contracts and several teaching-excellence awards. The center works to strengthen leadership capacities of CSUF students, its affiliates and members of the community.

MIHAYLO WELCOMES 13 NEW FACULTY

DEPARTMENT OF ACCOUNTING

Sumantra Chakravarty joins the college as an associate professor of accounting. His research interests are empirical financial and international accounting. His teaching interests lie in financial and managerial accounting. Chakravarty's professional experience includes three engineering positions at Qualcomm, where he was a co-inventor of three patents from his R&D work. He holds a Ph.D. in both management (accounting) from Purdue University and physics from the University of Minnesota.

James Jianxin Gong joins the college as an associate professor of accounting. His research interests include capital investment analysis, cost and revenue analysis, executive compensation and corporate governance. His teaching interests are financial accounting and management accounting. Gong was previously an assistant professor at the University of Illinois, where he made the list of "Teachers Ranked as Excellent by Their Students" two times in a row. He earned a Ph.D. in business administration (accounting) from the University of Southern California.

Marcia Clark ’85 Appointed New Director of the Business Honors Program

Marcia Clark ’85

A Cal State Fullerton graduate with impressive industry and teaching experience, Marcia Clark is uniquely prepared to head the prestigious Business Honors Program, which provides a socially and professionally stimulating academic environment to a select group of students. Clark was the program director for Allianz Global Investors’ global corporate university, developing and delivering curriculum focusing on investment topics and interpersonal skills. Previous to that position, she was a senior vice president for PIMCO, and she has been a lecturer at Cal State Fullerton for four academic years.

Laura Marcoulides Appointed New Director of the Assessment Center

Laura Marcoulides

A lecturer in the Information Systems and Decision Sciences department since 1989, Laura Marcoulides has been involved in the assessment of Mihaylo’s undergraduate students’ information technology skills for five years. Her work at Mihaylo and her previous position at UCLA’s Statistical Biomathematical Consulting Clinic have prepared her to assume the Assessment Center’s directorship vacated by B. Thomas Mayes, who recently retired. Marcoulides plans to continue the mission of the Assessment Center to examine and quantify the knowledge and progress of Mihaylo’s students.

DEPARTMENT OF FINANCE

Walied Keshk joins the college as an assistant professor of accounting. His research interests include use of accounting information, judgment and decision-making of capital market participants, non-professional investors’ reactions to analyst forecasts and recommendations. His teaching interests include financial accounting and financial statement analysis. Keshk will receive his Ph.D. in accounting from the University of Illinois at Urbana-Champaign, where he was also an instructor.

I-Ling (Sophia) Wang joins the college as an assistant professor of accounting. Her research interests lie in the study of voluntary disclosures, capital markets, accounting choice and economic consequences, intangible assets and corporate governance. Her teaching interests are financial accounting and managerial/cost accounting. Wang earned her Ph.D. in accountancy at the University of Illinois at Urbana-Champaign.

Stephen D’Arcy joins the college as the first Robitaille Chair in Risk and Insurance. D’Arcy was previously a professor of finance at the University of Illinois at Urbana-Champaign. While at the University of Illinois, D’Arcy developed online programs in enterprise and financial risk management, established the China Executive Leadership Program and led Casualty Actuarial Society seminars. His research focuses on applications of financial models to casualty actuarial science. D’Arcy earned his Ph.D. in finance from the University of Illinois at Urbana-Champaign.

Zhenguo (Len) Lin joins the college as an associate professor of finance. His research interests include real estate market dynamics, mortgage finance and local public finance. His paper, “Spillover Effects of Foreclosures on Neighborhood Property Values” was cited by Federal Reserve Chairman Ben Bernanke in his speech at the Global Financial Literacy Summit in 2009 and by the U.S. Department of Housing and Urban Development in the Report to Congress on the Root Causes of the Foreclosure Crisis in 2010. Lin earned his Ph.D. in real estate finance from the University of Wisconsin, Madison.

DEPARTMENT OF ACCOUNTING

Andrew Luzi

Fatima Alali, associate professor of accounting, is the recipient of the Moss Adams Research Fellowship. **Andrew Luzi**, professor of accounting, received the Ernst & Young Excellence in Teaching Award. **Gerry Grant**, professor of accounting, and **Myungsoo Son**, associate professor of accounting, are each recipients of an Ernst & Young Fellowship.

DEPARTMENT OF ECONOMICS

Emira Farka

Emira Farka, associate professor of economics, had her paper, "The Fed and the Stock Market: An Identification Based on Intraday Futures Data," published in the *Journal of Business and Economic Statistics*. **Adrian Fleissig**, professor of economics, recently had his paper, "Substitution between monetary assets and consumer goods: New evidence on the monetary transmission mechanism," published in the *Journal of Banking and Finance*.

DEPARTMENT OF INFORMATION SYSTEMS AND DECISION SCIENCES

Zvi Drezner

Pawel Kalczynski

Panayiotis Skordi

Tammy Drezner, lecturer in ISDS, **Zvi Drezner** and **Pawel Kalczynski**, both professors of ISDS, co-authored the paper "A Coverage-Based Competitive Location Model" in the *Journal of the Operational Research Society*. In addition, Zvi Drezner had another paper published in the *European Journal of Operational Research*. **Mabel Kung**, professor of ISDS, published "Determining targets for multi-stage adaptive tests using integer programming" in the *European Journal of Operational Research*. **Panayiotis Skordi**, lecturer in ISDS, has recently qualified as a fellow of both the Institute of Actuaries (FIA) and the Casualty Actuarial Society (FCAS) and as a member of the American Academy of Actuaries (MAAA). Skordi was recognized as Mihaylo's 2011 Outstanding Part-time Faculty Member. **Ofir Turel**, professor of ISDS, recently published articles in *Information and Management* and *Journal of Information Systems*. **Yi Zhang**, associate professor of ISDS, recently authored an article published in *Information and Management*.

NEW FACULTY

DEPARTMENT OF FINANCE

Thanh Nguyen joins the college as an associate professor of finance. His research interests are in corporate finance, executive compensation and investment and market microstructure. His teaching interests include corporate finance, investment, financial modeling and international corporate finance. He was a cofounder of Kristina Co. Ltd. (financial consulting and trading) in Moscow, Russia. Nguyen holds a Ph.D. in finance from the University of Utah.

Yingdi Wang joins the college as an assistant professor of finance. Her research interests are private equity, corporate governance, mergers and acquisitions and empirical corporate finance. Her teaching interests include corporate finance, private equity, entrepreneurial finance and financial institutions. Her works in progress include "Limited Access to Private Equity Funds." Wang earned her Ph.D. in finance from The Ohio State University.

DEPARTMENT OF MANAGEMENT

John Barbuto Jr. joins the college as an associate professor of management. A productive researcher, he has earned 18 best paper awards at academic conferences. Before coming to Mihaylo, he was an associate professor of leadership/organizational behavior at the University of Nebraska-Lincoln. In addition to teaching, he will serve as the director of Mihaylo College's Center for Leadership. Barbuto earned his Ph.D. in business administration (organizational behavior) from the University of Rhode Island.

Jennifer D. Chandler joins the college as an assistant professor of management. Her research interests include organizational theory, service operations, social networks analysis, and managing innovation in cross-cultural teams. Her teaching interests include project management, entertainment and media operations, strategy, and supply chain management. She has ample industry experience, including positions with Clear Channel Communications and Raycom Media. Chandler earned her Ph.D. in management from the University of California, Irvine.

KEEPING UP WITH FACULTY

DEPARTMENT OF FINANCE

Weili Lu

Jing Yang

Ajay Bhootra, assistant professor of finance, recently had his paper, "Are momentum profits driven by the cross-sectional dispersions in expected stock returns?" published in the *Journal of Financial Markets*. **Yi Jiang**, assistant professor of finance, co-authored "The Influence of Governance on Investment: Evidence from a Hazard Model," which was published in the *Journal of Financial Economics*. **Michael LaCour-Little**, professor of finance, and **Jing Yang**, associate professor of finance, published their paper, "Pay me now or pay me later: Alternative mortgage products and the mortgage crisis," in *Real Estate Economics*. In addition, both were recipients of the Mihaylo 2011 Scholar Award. **Weili Lu**, professor of finance and director of the Center for Insurance Studies, was selected as the Mihaylo Executive Council 2011 Outstanding Professor for her service to students, scholarship, and academic and professional development programs supported through the center.

DEPARTMENT OF MANAGEMENT

Gus Manoochehri

Gus Manoochehri, professor of management, has been appointed to a three-year term as the chair of the management department. **Shaun Pichler**, assistant professor of management, received an appointment as a visiting scholar at the University of Sydney in January 2011.

DEPARTMENT OF MARKETING

Sunil Thomas

Susan Cadwallader, associate professor of marketing, is serving a three-year term on the board of the Marketing Educator's Association and is its current president. **Katrin Harich**, professor of marketing, and **Sunil Thomas**, associate professor of marketing, received the 2011 Mihaylo Instructional Innovation Award. **Christopher Kondo**, lecturer in marketing and director of the Sales Leadership Center, co-authored the paper selected as the Best Competitive Paper at the Marketing Educators Association's 2011 Conference. Kondo also received the 2011 Mihaylo Faculty Student Service Award.

Ellen E. Kim joins the college as an assistant professor of management. Her research interests are services management, services pricing and cross-cultural issues. Her teaching interests include hospitality/services marketing, hospitality management and operations and managerial accounting. Kim earned her Ph.D. in hospitality management from Pennsylvania State University.

David Obstfeld joins the college as an associate professor of management. His research interests include organizational innovation, knowledge processes, and entrepreneurship. He taught strategy at the Paul Merage School of Business at the University of California, Irvine, and was a visiting professor of management at the Stern School of Business at New York University. For 11 years, Obstfeld served as the director of training and development for Fannie Mae in Washington, D.C. He earned his Ph.D. in management and organizations from the University of Michigan.

DEPARTMENT OF INFORMATION SYSTEMS AND DECISION SCIENCES

Sinjini Mitra joins the college as an assistant professor of information systems and decision sciences. Her research interests include statistical applications in data mining, pattern recognition, time series analysis and social science research. She was a finalist for the Best Paper Award at the 13th International Conference on Artificial Intelligence in Education in 2008. Her professional positions include post-doctoral research associate at the Information Sciences Institute at the University of Southern California. Mitra earned her Ph.D. in statistics from Carnegie Mellon University.

Alumni Participation Increases Mihaylo College's National Rankings

This last year, we saw a substantial boost in Mihaylo College's national rankings.

As alumni, your involvement helps in our collegiate rankings because the number of alumni who support the college financially and otherwise is factored into our scores. These rankings are important measurements that result in increased funding, attract the very best students in Southern California and, very importantly, boost the reputation of the college, which in turn increases the value of your degree.

Mihaylo College is ranked as a 2012 Best Business Program by *U.S. News & World Report*.

Many of you continue to support the college in many ways, from monetary donations both large and small to hands-on activities, including participation in student clubs, Mihaylo's Centers of Excellence, mentorship programs, speaking in classrooms and at seminars, and of course, by providing both internships and job opportunities to your fellow graduates.

If you haven't already begun supporting Mihaylo College, we hope that you will do so – gifts both large and small are extraordinarily helpful to the college, and no matter how small the gift, each donation is factored into our rankings.

For those of you who continue to support Mihaylo College – thank you. You are ranked No. 1 with us!

Mihaylo College is a Princeton Review 2012 Best Business School.

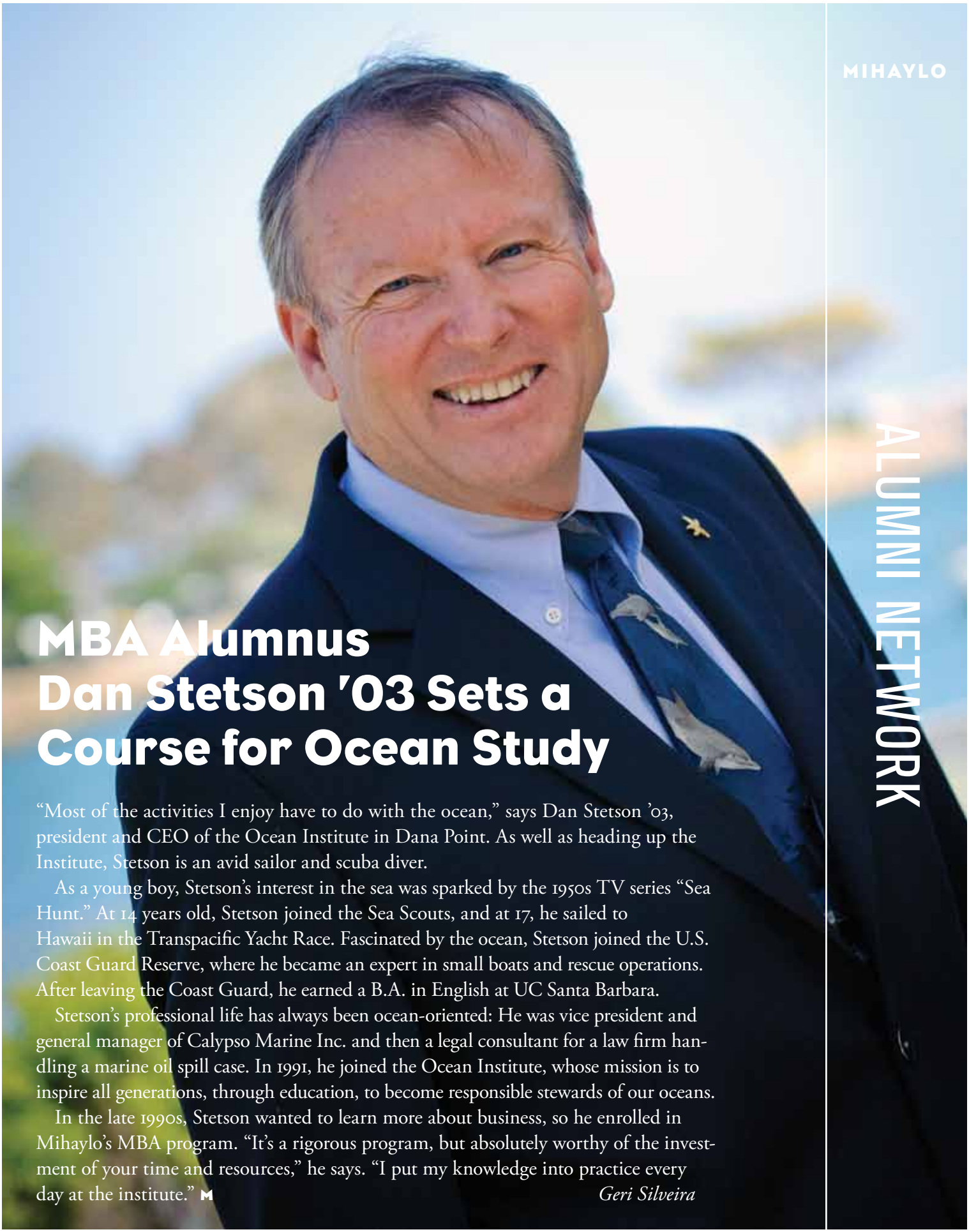
TITAN PRIDE

Let your colleagues know that your superior career performance started at Cal State Fullerton's Mihaylo College!

Mihaylo College merchandise is available – including license-plate holders, window clings, magnets, mugs and travel tumblers – at the Titan Shops bookstore on the Fullerton campus or online at titanbookstore.com. A full line of Titan alumni gear is also available.

Good business sense: Save 30 percent!

On Saturday, Dec. 3, from 9 a.m. to 3 p.m., save 30 percent at the Titan Shops bookstore or online at titanbookstore.com – enter promo code alumniday11 during checkout. Excludes clearance and special promotions items. Offer good while supplies last.



MBA Alumnus Dan Stetson '03 Sets a Course for Ocean Study

"Most of the activities I enjoy have to do with the ocean," says Dan Stetson '03, president and CEO of the Ocean Institute in Dana Point. As well as heading up the Institute, Stetson is an avid sailor and scuba diver.

As a young boy, Stetson's interest in the sea was sparked by the 1950s TV series "Sea Hunt." At 14 years old, Stetson joined the Sea Scouts, and at 17, he sailed to Hawaii in the Transpacific Yacht Race. Fascinated by the ocean, Stetson joined the U.S. Coast Guard Reserve, where he became an expert in small boats and rescue operations. After leaving the Coast Guard, he earned a B.A. in English at UC Santa Barbara.

Stetson's professional life has always been ocean-oriented: He was vice president and general manager of Calypso Marine Inc. and then a legal consultant for a law firm handling a marine oil spill case. In 1991, he joined the Ocean Institute, whose mission is to inspire all generations, through education, to become responsible stewards of our oceans.

In the late 1990s, Stetson wanted to learn more about business, so he enrolled in Mihaylo's MBA program. "It's a rigorous program, but absolutely worthy of the investment of your time and resources," he says. "I put my knowledge into practice every day at the institute." M

Geri Silveira

News Reporter and MBA Alumna Aura Vajrabukka '10 Takes Full Advantage of Her Global Education

Although she's a recent MBA graduate, Aura Vajrabukka '10 is already building an international resume: She just finished stints at the American School of Bangkok and at Deloitte in Thailand, where she's now a news reporter for ASEAN TV at Nation Group.

"Aura is a real-life example of how education pays off in a global workplace," says her management professor, David Leibsohn. "In today's international environment, it is vital that students not only appreciate the differences that exist across countries but also be equipped to manage the complexities that accompany multinational business."

Born in Fontana, Vajrabukka went to grade school in Thailand after her parents moved back to their native country. A few years later, the family returned to the United States and settled in Irvine, where she continued her schooling. Vajrabukka earned her B.A. in accounting at UC Riverside, and then, wanting to know more about the conceptual side of business, she enrolled at Mihaylo College for her MBA with an emphasis in international business.

"My Mihaylo experience helped me a lot while I was working abroad," she says. "I learned to think critically and to be open-minded when working with people of different cultures."

"I wanted to go to Mihaylo because of its reputation. The MBA program is very comprehensive. It includes role-playing, decision-making and developing leadership skills," says Vajrabukka. "You have to be committed, because your professors expect you to go the extra mile. Because of Mihaylo, I'm prepared for a job anywhere in the world." M

Geri Silveira

Aura Varabukka '10 is leveraging her Mihaylo MBA in Thailand, and says: "Because of Mihaylo, I'm prepared for a job anywhere in the world."

ALUMNI CHAPTERS

Let us know about your new job, promotion or other successes. Please send information and photos to Kathleen Drake at kdrake@fullerton.edu.

For more information about Mihaylo alumni chapters and their events, visit fullerton.edu/alumni.

Mihaylo Alumni Help 2011 Graduates Prepare for the Job Market

"Qualities Job Recruiters Look for Today" was the theme of one of the workshops presented at the inaugural Grad Expo, which was hosted by Mihaylo College's five alumni chapters – Accounting, Business Titans, VAMBA, Business Finance and Real Estate and Entrepreneurship. The soon-to-be graduates attended the free workshops, which also included "Resume Review," "How to Market and Thrive in a Down Economy" and "Would Getting My MBA Benefit Me?"

Fore! Business Titans Mix it Up

Alumni from the Business Titans Chapter attended a joint mixer with Fore Networking Inc. at the Golfsmith store in Brea on July 12.

Baseball & Accounting Networking

The Accounting Alumni Chapter gathered at the Golleher Alumni House to socialize and network over a barbecue dinner prior to attending a Titans baseball game against Long Beach State. "It was a fun evening," says Mark Krikorian '79, the chapter vice president for finance. "We had the opportunity to enjoy good conversation with fellow Titans and see our nationally ranked baseball team in action." M

ALUMNI NETWORK

1970s

John Cruz '75 (accounting) has joined KCOMM as a liaison to major municipalities, local government, state governments and enterprises. He will specialize in social media, SEO and public relations practices.

Fran Inman '76, '81 (finance, MBA) was elected chair of the board of directors of THINK Together, a nonprofit with annual revenues of $50 million. It is the largest and leading provider of after-school and other extended learning programs supporting at-risk students throughout Southern California.

Bob Klein '76 (MBA) recently authored a book, *How to Make $1 Million Dollars F.A.S.T.: And Make it Last!*

J.C. MacRae '77 (MBA) has joined Uptake Medical Corp. as vice president and chief financial officer. Uptake Medical Corp. is the leading developer of medical technologies for interventional emphysema therapy.

Bob Nero '74 (management) has joined Aston Hotels & Resorts Sun Valley as the general manager. Nero brings expertise in hospitality industry management and a deep commitment to the Sun Valley community, where he has lived and worked since 1974.

Leon Tongret '73 (management) After graduating from Cal State Fullerton, Tongret was selected in AT&T's Long Line "fast-track" management program. He had several operational positions at AT&T and then left to work in Silicon Valley. Tongret is now founder and executive recruiter for a company in North Carolina and continues to provide executive recruiting services to high-tech companies.

Verne Wagner '77 (accounting) was named to the Cal State Fullerton Philanthropic Foundation Board of Governors with six others. Wagner is a member of the CSUF Alumni Association Board of Directors and its past president.

Peter Yao '73 (MBA) is among the first eight commissioners named to the Citizens Redistricting Commission, which was assigned the responsibility of adjusting the boundary lines for congressional districts.

Geoff Payne '80

Barry Gershenovitz '85

1980s

Sen. Lou Correa '80 (economics) was presented the Motomu Nakasako Legislator of the Year award by the California Association of County Veterans Service Officers. Correa has a strong record in support of America's service men and women.

Linda Falcone '84 (MBA) was elected president of the Institute for Professionals in Taxation (IPT) for 2011-12. IPT is an international organization dedicated to promoting the uniform and equitable administration of state and local taxation of businesses.

Barry Gershenovitz '85 (accounting) is the recipient of the Outstanding Alumnus of the Year award given by the Mihaylo department of accounting and Beta Alpha Psi. Gershenovitz is a partner at Ernst & Young in Costa Mesa and active alumnus with the accounting department.

Sen. Lou Correa '80

Deborah Boice '93

Rene Torrico '10

Ryan Gast '09

Bob Klein '76

Verne Wagner '77

John McCormick '80 (accounting) joined Oak Valley Hospital District as the chief financial officer. He was previously the interim CFO for Pioneers Memorial Healthcare District in Brawley, Calif.

Brian Patnoe '88 (economics) joined CODA Automotive of Santa Monica as vice president, fleet sales of Southern California. With two decades in sales, Patnoe brings extensive experience in fleet sales management. Prior to joining CODA Automotive, he held various sales management positions with AeroVironment in their renewable electric vehicle/clean energy group.

Geoff Payne '80 (finance) was named to the Cal State Fullerton Philanthropic Foundation Board of Governors with six others. Payne is the president of Tahiti Partners Real Estate Development Corp. and an active alumnus with Mihaylo College.

Frank Saputo '80 (accounting) has joined PricewaterhouseCoopers US as a managing director in risk assurance practice. Based in Houston, Saputo brings more than 25 years of experience in the healthcare industry to the position. In his new role, he will serve health industries clients in the greater Houston market.

Nilo Ghandehari '07

Peter Yao '73

Lynda Ziegler '88 (MBA) was promoted to senior vice president of Southern California Edison (SCE). Ziegler will lead power delivery services, a key functional area for SCE. Her leadership has enabled SCE to provide industry-leading customer service programs to 4.9 million customers, including the successful implementation of SCE's new smart meter program.

1990s

Deborah Boice '93 (MBA) is the 2011 president of the Society of Fire Protection Engineers (SFPE). Boice is a senior vice president, western portfolio leader, with Swiss Re's Corporate Solutions team. Boice is SFPE's first female president and has served on the society's board of directors since 2002 and is a SFPE fellow.

Brent Calvin '90 (management), a Visalia native, was appointed interim superintendent and president for the College of the Sequoias. Calvin served as the college's dean of business and social sciences for four years and served five years as athletic director.

James Chan '99 (MBA) was promoted to vice president of marketing for the Professional Visual Systems Division of Mitsubishi Digital Electronics. Chan now oversees product and brand marketing as well as marketing communications for Mitsubishi's projectors, professional-grade LCD monitors, display wall products, and medical and photo printers.

William Rawlings '91 (management) was appointed Menifee's new city manager. He has more than 23 years of high level management experience in municipal government and significant experience in economic development and redevelopment. Rawlings currently serves as the director of redevelopment and housing for the city of Vista.

2000s

Nick Arciniaga '07 (accounting) finished second in the 2011 Houston Marathon and qualified for the U.S. Olympic trials. Scheduled to run only as a pacer for 25 kilometers for teammate Brett Gotcher, Arciniaga instead felt good and kept on running, posting a career-best time of 2:11.30 to trail only Bekana Daba of Ethiopia (2:07.04) and pick up $17,000 in prize money. Gotcher placed sixth.

Billy Becerra '10 (entrepreneurship) and **David Soria '10** (entrepreneurship) met in the New Venture Creation class at Mihaylo and built a business plan for Metal Institute, which provides opportunities for aspiring and working musicians to learn and play hard rock in real bands. Metal Institute was renamed Metal-Society, and they hope to open in fall 2011 after receiving funding from investors in the amount of $450,000.

Ryan Gast '09 (finance) joined Present Value Properties as associate broker. Gast is responsible for managing and sourcing new retailer and landlord representation assignments. The firm currently has 650,000 square feet of retail space listed throughout Southern California and exclusively represents a variety of chain retailers including Gold Max, Menchie's Frozen Yogurt and Southern Pizza Hut.

Nilo Ghandehari '07 (marketing) has more than a decade of experience planning and producing events for a variety of clients. She is the founder of THE Breast Cancer Fundraiser and president of Kapture Vision, an event production agency based in Newport Beach. Ghandehari has planned events for large corporations and high-end clientele and gained media exposure with articles in *People Magazine*, Today.com, *The Orange County Register*, *944* and a recent television debut on "Marcel's Quantum Kitchen."

Rosanne Kulju '05 (accounting) was promoted to manager in the tax department for Haskell & White. She has been a member of their team for five years. She previously worked for a national title company and is currently pursuing her master's degree in taxation from Mihaylo College.

Brandon Tarnow '08 (marketing) was promoted to brand manager for Mitsubishi Digital Electronics America. Tarnow increases brand and product awareness for Mitsubishi Professional Visual System's products using digital media such as Web sites, search engines, digital advertising, Web applications and social media as well as building a virtual community of systems integrators, retailers and end-users.

2010s

Laura Odens '10 (international business) and Matthew Ishmael were wed Sept. 18 in Newport Beach.

Jonathan Shader '10 (MS taxation) has passed three sections of his CPA exam and has one more to go. He is a federal tax associate in the Orange County office of KPMG.

Rene Torrico '10 (management) was chosen as a Disneyland Park Resort ambassador, one of only 57 since the team's introduction in 1965. He has more than a decade of experience in the banking industry and began his Disney career in 2007 at Partners Federal Credit Union as a bilingual teller. M

Crexendo Web Site Contest Awards $18,000 in Prizes

Crexendo, a leading business Web services and communications firm, sponsored the Crexendo UP Web site Competition this past spring, with nine CSUF student teams receiving $18,000 in prize money. The competition was hosted by the college's Center for Entrepreneurship and was open to all CSUF students. There were 14 finalists out of 296 registrants, and Mihaylo's Katie Nguyen '11 and her business partner Kevin Mann were awarded the first prize and $7,500. Nguyen's Web site, PrintPressInc.com, is in the business of buying and selling commercial printing press machines. A marketing graduate, she plans to reinvest the prize money into her new business. For more information on the contest, visit bizblogs.fullerton.edu.

Steve Mihaylo '69, CEO of Crexendo, pictured left, with first prize winners Kevin Mann and Katie Nguyen '11, center, and Clint Sanderson, president of Crexendo.

Manage Stress: Leadership Center Presents

The Mihaylo College Center for Leadership hosted a daylong conference entitled "Stress and the Bottom Line: Lessons for Leaders" bringing together leading academicians and seasoned executives from Kaiser Permanente, ISTA Pharmaceuticals, Boeing and the Archstone Foundation. Tores Theorell of the Karolinska Institute presented the keynote speech, "Leadership Styles and Employee Wellness: Lessons from Around the World." For more information on the center and its programs, visit business.fullerton.edu/centers/leadershipcenter.

Meet Me at Mihaylo: O.C. Women Presidents' Organization Convenes

The Women Presidents' Organizations (WPO) of Orange County held a joint meeting at Mihaylo Hall hosted by the college's Center for Entrepreneurship. After the business meeting, the group enjoyed wine and hors d'oeuvres provided by the center and entrepreneur Anais Tangie '10, owner of SpecialEatsOC.

Debra Valle, center, chapter chair of WPO, is joined by Cindy Allen, left, of ETA Advertising, and Laura Hantke, right, of Ingram Micro.

Mihaylo Golf Classic Nets $72,000

The Deloitte & Touche foursome won the scramble-style tournament. The team includes, from left, Rob Lingle, Adam Openshaw, Greg Waller '72, '78 and Eric Openshaw '77.

Business leaders from throughout the county hit the links for the annual Mihaylo Golf Classic and raised $72,000 for student scholarships and academic support. "This year's golf classic was the best in our 17-year history," says tournament chair and alumnus Dennis Ciolli '76. "Our net this year was a record, and one of our players won a car for his 180-yard hole-in-one!"

The scramble-style tournament at the Aliso Viejo Country Club was won by the Deloitte & Touche foursome: Eric Openshaw '77, Greg Waller '72, '78, Rob Lingle and Adam Openshaw.

Sponsors of the Mihaylo Golf Classic include: Crexendo Web Marketing Services, Wood Gutmann & Bogart Insurance Brokers, Southern Counties Lubricants, Morongo Casino Resort & Spa, PricewaterhouseCoopers and R.D. Olson Construction.

Tony Saucedo is the first hole-in-one winner in Mihaylo Golf Classic history.

WD-40 CEO Shares Business 'Triumphs and Tribulations'

The Family Business Council hosted a workshop featuring Garry Ridge, president and CEO of the international firm WD-40, speaking on the topic of empowering people to become strong leaders. He shared 11 principles learned through his own "triumphs and tribulations." You can find Ridge's guest blog about his presentation on the Family Business Council Web site at csuffamilybusinesscouncil.wordpress.com.

Midyear Economic Forecast

The Midyear Economic Forecast featured an update to the annual forecast presented by Anil Puri and Mira Farka. The spring 2011 luncheon was sponsored by CommerceWest Bank. Pictured are Ivo Tjan, chairman and CEO, CommerceWest Bank, left; Mira Farka, professor of economics, Mihaylo College, center; and Anil Puri, dean, Mihaylo College.

Commencement 2011

Graduates at the Saturday, May 21 ceremony were treated to words of wisdom from Los Angeles Dodger icon Tommy Lasorda. More than 2,850 Mihaylo students graduated.

Mihaylo's Executive Council "mixed-it-up" this summer at Andrei's Conscious Cuisine in Irvine. Pictured, from left, Scott Coler '85, Joe Cervantes, Joe Moderow '67, '73 and Robert Ruffini '84.

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CALENDAR

2011

October 27
2011 Economic Forecast Conference
Hyatt Regency, Irvine
11:30 a.m.-1:30 p.m.
Anil Puri, dean of Mihaylo College, and Mira Farka, researcher for the Institute for Economic and Environmental Studies, present the economic outlook and forecasts for the nation, Southern California and Orange County. Forecast features special sector spotlight on Clean Tech and Renewable Energy. Guest speaker: Richard Davis, CEO, U.S. Bancorp.
For more information, contact Michele Cesca at mcesca@fullerton.edu.

October 29
Halloween Social
Business Finance and Hispanic/Latino Alumni Chapter
Golleher Alumni House
6-9 p.m.
For more information, contact Thuan Lam '06 at tlam@csufbusinessfinance.org.

November 15
"Selling Successfully in a Trust and Value Economy"
Family Business Council Workshop
Mihaylo Hall
4:30-7 p.m.
For more information, contact Robbin Bretzing at fbc@fullerton.edu.

November 17
Inland Empire International Trade Forecast
Riverside Marriot
7:30-9 a.m.
For more information, contact Iris Miranda at imiranda@fullerton.edu.

November 30
12th Annual Family Owned Business Awards
Hyatt Regency, Irvine
noon-2 p.m.
For more information, contact Robbin Bretzing at fbc@fullerton.edu.

December 1
Second Annual Global Trade Summit
Sheraton Park Hotel at the Anaheim Resort
Professionals interested in international trade meet to network and discuss issues and opportunities. The 2012 International Trade Forecast will also be presented.
For more information, contact Priscilla Lopez at plopez@fullerton.edu.

2012

January 2012
2012 Commercial Real Estate Forum
For more information, contact relui@fullerton.edu.

January 10
"How Siblings and Cousins Can Work Together in a Family Business"
Family Business Council Workshop
Mihaylo Hall
4:30-7 p.m.
For more information, contact Robbin Bretzing at fbc@fullerton.edu.

January 27
Executive Council Business Forum Breakfast
7:30-9 a.m.
For more information, contact Alice Rodriguez at arodriguez@fullerton.edu.

For a list of events throughout the year, visit:
business.fullerton.edu/events